

CITY OF SUGAR LAND 2005 PARKS, RECREATION & OPEN SPACE MASTER PLAN



Prepared by:

CARTER & BURGESS, INC.

**Consultants in Planning, Engineering, Architecture,
Construction Management and Related Services**

**777 Main Street
Fort Worth, Texas 76102
(817) 735-6000**

Market Research By:

National Research Service

**6300 Ridglea Place, Suite 1011
Fort Worth, Texas 76116
(817) 731-3493**

Recreation Programming By:

OATS, LLC

**1032 Stonecreek Dr.
Lawrence, Kansas 66049
(785) 842-0091**

**City of Sugar Land
Parks and Recreation Department**



2005 Parks, Recreation & Open Space Master Plan

ACKNOWLEDGEMENTS

City Council

David G. Wallace – Mayor
Thomas Abraham – At Large Position One
Daniel O. Wong – At Large Position Two
Dennis C. Parmer – Single Member District One
Cyril Hosley – Single Member District Two
Russell C. Jones – Single Member District Three
Michael S. Schiff – Single Member District Four

City Administration

Allen Bogard – City Manager
Paul A. Hofmann – Assistant City Manager
David Ellison – Assistant City Manager

Parks and Recreation Management

Karl Miller – Director
Joe Chesser – Assistant Director
Chris Mobley – Recreation Manager
Erle Gooding – Parks Manager
Mike Goodrum – Administration Manager
Pat Bartling – Executive Secretary

2004 & 2005 Parks and Recreation Policy Advisory Board

Sue Chaing, Chair (2004)
Thomas Abraham, Vice Chair (2004)
Arnold Arevalo (2004) Chair (2005)
Charles Han (2004)
Tom Garguilo (2004 & 2005)
Mike Gibson (2004)
Mike McGrath (2004 & 2005)
Council Liaison: Michael Schiff (2004 & 2005)
Hillary Goldstein (2005)
Andre McDonald (2005)
Tony Talamini (2005)
Lina Sabouni (2005)

Master Plan Advisory Committee Members

Thomas Abraham
Doug Earle
Tom Garguilo
Mike Gibson
Sherrie Knoepfel
Warren Parker
Lee Petros
Stacey Shapiro
Nikki Szeto
Debbie Coffman

Carter & Burgess, Inc.

Dennis Jerke, ASLA, Principal-In-Charge
Philip Neeley, ASLA, Project Director
Julia P. McCall, RLA, Planner/Landscape
Architect/Project Manager
Rumanda Young, Planner
Denise Shelton, Administrative Assistant

National Service Research

Andrea Thomas, Owner/Project Manager

OATS, L.L.C.

Pat O'Toole - President



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INTRODUCTION

The land in and about the City of Sugar Land was originally owned by the Mexican government and was granted to Samuel M. Williams through Stephen F. Austin. There were several factors, which governed Williams receiving this grant, among them was the fact that he spoke Spanish, was well educated and wrote a fine Spenserian hand. Williams called this land "Oakland Plantation" because there were many different varieties of oaks on the land -- Pin Oak, Post Oak, Water Oak, Red Oak and Live Oak. During this period of time, land grants were measured from one oak to another.

Sugar became a part of life in the area when S. M. Swinson, captain of a small freight boat, made a meandering journey along the United States coast from New York to Velasco. Along the journey, commodities were picked up at various points and dispensed of as the journey proceeded. One of the stops was Cuba, and as it happened, it was during the height of sugar cane season. A small load of sugar cane stalks was taken on board and later delivered to Samuel M. Williams. The next time Swinson came to the area, he saw sugar cane growing "as high as a man on a horse" and immediately returned to Cuba to purchase more stalks. Soon after, a mill was built to squeeze the juice from the stalks.



Today, the present refinery is located approximately on the spot where the first mill was built. After the death of Samuel Williams, the family attempted to keep the mill alive; however, this was not possible, and the mill was sold to Benjamin Franklin Terry and William Jefferson Kyle. Kyle was born in Hawkins County, Tenn., in 1803, and Terry was born in Kentucky in 1821. In 1849, both Kyle and Terry, who

were living at the time in Brazoria, left Texas along with 20 or 30 others to go to the gold fields of California. By the time they reached California, they had increased in number and had approximately 60 wagons, two companies of pack mules and two sets of engineers. Terry and Kyle prospected gold in California, making quite a fortune.

In 1853, they returned to Texas and with a portion of the fortune purchased the "Oakland Plantation" from the S. M. Williams family. The land, rich in sugar cane, was appropriately renamed "Sugar Land." The mill was operated using rollers and mule power and the open-kettle process. Molasses was drained off in troughs to 1,000-pound hogsheads for shipment. Kyle and Terry built the railroad from Stafford to Richmond. Plans were to run the railroad from Stafford, where the timber met the prairie, direct to Richmond and would have missed Sugar Land; however, Kyle and Terry paid \$25 per acre for 2,500 acres of land, paying \$7,000 in cash, with the remaining balance due in a series of notes up to year 1858 at which time the notes were fully paid. The big bend, which is currently in the railroad between Stafford and Sugar Land, is a result of this land purchase and Kyle and Terry's desire to have the railroad run through Sugar Land.

In 1860, the Kyle and Terry properties were valued at \$250,000. The Sugar Land plantation passed through other hands in years to follow and was finally purchased from the bankrupt Colonel E. H. Cunningham interests by I. H. Kempner and W. T. Eldridge in 1907, at which time the sugar refining process was expanded to what is now known as Imperial Holly Corp. In 1907, the town of Sugar Land began growing at a rapid rate, with operating expenses amounting to around \$50,000 per year.





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In the fall of 1959, the heretofore company-owned town began the process of incorporation and on Dec. 15, 1959, T. E. Harman was elected the first Mayor of Sugar Land to serve with five Aldermen. The first City Council meeting was held on Jan. 19, 1960. Regular meetings of City Council are held on the first and third Tuesdays of each month at 5:30 p.m. in the Council Chamber of Sugar Land City Hall, 10405 Corporate Drive, except that the meeting shall automatically be changed to the next regular business day in the event of holiday or other event preventing the meeting from being held on the prescribed date. Special meetings may be called as may be deemed necessary.

The City of Sugar Land was incorporated in 1959 as a "General Law" city and remained such from 1959 until Jan. 17, 1981, at which time a special city election was held for the purpose of establishing a home rule municipal government. Voters approved the adoption of a home rule charter in accordance with the constitution and statutes of the state of Texas. The Classification of municipal government provided by this Charter was known as "mayor-council government," and all powers of the City were invested in a Council composed of a mayor and five councilmen.



In January 1985 pursuant to charter requirements, a five-member charter review commission was appointed and charged with the responsibility of

reviewing the operation of the City government and determining whether such Charter provisions required revision and, if deemed advisable, to make recommendations to City Council for amendments to the Charter. As a result of this review, the commission recommended that several areas of the Charter be amended. A special city election was held Aug. 9, 1986, to submit the proposed changes to the electorate for consideration. By a majority of the voters, amendments to the Charter were approved which provided for a change in the City's form of government from that of "mayor-council" (strong mayor) to that of a "council-manager" form of government which provides that the city manager be the chief administrative officer of the city. Approval of this amendment provided for the mayor to become a voting member of Council, in addition to performing duties as presiding officer of the Council. An Amendment on May 5, 1990, changed the composition of the City Council to a Mayor; four councilmember's to be elected by single-member districts and two councilmember's by at-large position. This composition remains in effect today with term limits of eight consecutive years.



The history of park and recreation opportunities in Sugar Land begins in 1966 with the construction of a city pool at Lion's Club City Park. Parks and Recreation continued to slowly develop as a division of the Public Works Department throughout the 1970's and 1980's. Booming residential growth in the Extra Territorial Jurisdiction surrounding Sugar Land dictated the need for a stronger, more autonomous Parks and Recreation organization to meet the needs of many young families moving into the area by the early 1990's.

The mid 1990's ushered in a period of great activity related to park and recreation opportunities for citizens of Sugar Land. In 1993, the ownership of First Colony Park was transferred to the City through



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annexation of a large residential community called First Colony. By the next year, there were 10 full time staff members devoted to the maintenance and operation of parks and facilities. In 1995, city leaders established a stand alone Parks and Recreation Department, and the city's first Parks, Recreation and Open Space Master Plan was developed the next year. As a tangible outcome of that planning process, in 1999 the citizens of Sugar Land passed a bond election for park improvements in the Brazos River Corridor and for recreation facilities. Meanwhile, First Colony had been annexed into the city and the population doubled.

In 2000 the PARD received a Gold Medal Award from Texas Recreation and Parks Society for cities of similar size. Three years later, the city hired the current PARD director and embarked upon this update of Parks, Recreation and Open Space Master Plan. Currently, the Parks and Recreation Department has 19 full time staff.

Purpose of the Plan

The City of Sugar Land, and its ETJ areas, are growing at a rapid pace. The community is very unique in the amount of private recreation areas that have been developed, and will continue to be planned. As development and population numbers increase, the demand for quality parks, leisure services, facilities and open spaces will also increase.

In 1996 a Parks, Recreation and Open Space Master Plan was prepared jointly by Clark Condon Associates of Houston, Texas and MHS Planning and Design of Tyler, Texas. The purpose of that Plan was to guide the City of Sugar Land in the decision making process, assist in the implementation of those decisions, and set guidelines for future development. A majority of the recommendations from that Plan have been met, including:

- Acquire and develop 108 acres along Oyster Creek in the vicinity of Lost Creek Park
- Develop additional facilities at City Park
- Acquire 400+ acres along the Brazos River for a future regional park

- Construct picnic pavilions at Highlands Park and Ron Slockett Park
- Construct hike/bike trails throughout the community
- Eldridge Park
- Sugar Lakes Park
- Acquire Gannoway Lake Property
- Improvements at First Colony Park

In 2000, after realizing a 158 percent increase in population since 1990, the comprehensive plan was identified as the highest priority project by City Council and a strong community role was deemed critical to its success. The process took approximately two years to complete. The Council set guiding principles to kick off the process, and that list received public input at a community summit. The principles were then handed to a Comprehensive Plan Steering Committee, made up of community representatives in the City and extrajurisdictional jurisdictions, formed for the purpose of drafting the goals, objectives, and strategies. City Council passed ordinance 1396 (adopting a new Chapter 5 – Goals, Objectives and Strategies) on February 4, 2003.

Goals are identified as broad statements of a qualitative nature that provide a general vision and guide. They endure over time and are statements, which can allow a significant amount of flexibility in policy and actions.

The following thirteen goals have been identified by the City of Sugar Land:

Goal One: Preserve and enhance a beautiful City that is clean, safe, and aesthetically pleasing; a city that will foster pride and appeal to our citizens, corporate community, and visitors.

Goal Two: Promote a vibrant, diversified economy that enhances the quality of services while maintaining a competitive tax rate.

Goal Three: Achieve a balanced and orderly use of land that will preserve and enhance the quality of life



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within Sugar Land while developing a diverse and sustainable city.

Goal Four: Promote redevelopment in harmony with the surrounding community.

Goal Five: Provide a multi-modal transportation system that economically accommodates the convenient, efficient, and safe movement of people and goods while working to maintain neighborhood integrity.

Goal Six: Provide and maintain quality infrastructure and facilities that ensure high levels of service while accommodating growth.

Goal Seven: Expand the corporate limits of the City in a prudent manner while considering the long and short-term impacts.

Goal Eight: Operate, maintain, and develop the airport's infrastructure, balancing airport needs with the needs of the community while maintaining fiscal responsibility.

Goal Nine: Provide a park system that meets the total recreation and leisure needs of the community. Identify, protect, and preserve open spaces and critical natural areas.

Goal Ten: Provide and/or support activities and facilities that enrich the artistic, cultural, educational, and historical character of Sugar Land.

Goal Eleven: Preserve, protect, and enhance natural, historical, cultural, and architectural features.

Goal Twelve: Provide equal opportunity and encourage participation of all citizens in the economic, social, and civic life of the community, while recognizing racial, cultural, religious, age, and individual differences in this diverse community.

Goal Thirteen: Continue to refine and expand the vision of Sugar Land as a dynamic guide for the future.

As identified in goal number nine, the City of Sugar Land recognizes the contribution that a well-balanced park system makes to the quality of life in a

community. The following objectives have been developed to meet this goal:

1. The City should identify the desires and needs of the community to provide and establish the appropriate programs, services, land use, and facilities for the City.
2. The City should develop a Recreation Services/Programming Plan for the City.
3. The City should update the Parks Master Plan.
4. The City should continue to seek, maintain, and utilize open space designed for both passive and active recreation.
5. The City should optimize the potential of the Brazos River Corridor as a premier, natural destination for the City and the region.
6. The City should develop and promote cooperative partnerships in an effort to provide and maintain park and recreational opportunities.
7. The City should actively identify and seek funding opportunities for park facilities and program operations, through alternative funding sources. (i.e. grants, sponsorships, partnerships, etc.)
8. The City should plan, provide, and maintain a safe, secure, and efficient park system.
9. The City should actively identify facilities, programs and events that meet the needs and desires of its culturally diverse community.

The City selected the consultant team of Carter & Burgess, Inc., National Service Research and Oats, L.L.C., to prepare an update to the Parks, Recreation and Open Space Master Plan. Through an interactive process involving the citizens of Sugar Land, the Parks and Recreation Department and City Council, this updated Master Plan provides direction for future land acquisition, park development and expansion, and recreation programming to meet the



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needs of the growing population in the Sugar Land community.

The purpose of this project is to develop a Park, Recreation and Open Space Master Plan, which cover the city limits, as well as the ETJ of the City of Sugar Land. The plan addresses present and future parks, recreation and open space needs covering a time for a minimum of five years to a maximum of ten years.

The plan includes, but is not limited to the following:

- Ensure that people of all interests, age groups and abilities, have access to the recreational, cultural and leisure facilities of their choice
- Coordinate the provision of City recreational facilities and programs with other providers (e.g. schools, semi-private organizations, outside providers, private developers, etc.)
- Encourage appropriate public involvement in Parks and Recreation Department activities and programs
- Establish priorities and statements of direction based on researched and documented facts and a community based needs analysis
- Identify and implement financial, regulatory and other mechanisms to support development, operation and maintenance of the parks and open space system
- Conform to the preparation guidelines for local Master Plans as prepared by the Texas Parks and wildlife, for the Texas Recreation and Parks Account local park grant program.

This document outlines the methods, results and recommendations of the Master Plan study and is intended to be used as a guide for future Park, Recreation and Open Space development within the community of Sugar Land.

Creating a Parks and Recreation Department Vision – The Visioning Process

In order to develop a unified approach to the future, a vision was created that defines a preferred future and philosophy for the Sugar Land Parks and Recreation Department. The Consultant Team conducted a Visioning Workshop with the Park and Recreation staff that incorporated several important aspects such as history, values, themes, trends, partnerships, key issues, amenities and barriers in developing a vision statement, a mission statement, broad goals, and objectives. All decisions throughout the Parks and Recreation Department should support these.

VISION STATEMENT

The Community of Choice for Excellence in Parks and Recreation

MISSION STATEMENT

Create enjoyment for the community by providing quality leisure services through collaborative recreational opportunities while protecting and preserving the integrity of our facilities and natural resources of our parks for future generations.

Goals Statements

Enhance Community's Trust through Increased Visibility

- Improve agency identity
- Be recognized as park and recreation experts
- Identify and implement beneficial recreation innovations

Create PARD Policies and Procedures

- Develop a business plan
- Develop a Park Maintenance Plan
- Create Service Standards
- Develop customer feedback process

Maximize Utilization of Community Resources

- Create equitable partnership agreements
- Identify and provide appropriate needed facilities
- Create equitable use of facilities



REGIONAL LOCATION MAP





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METHODOLOGY

The Parks, Recreation and Open Space Master Plan was prepared using a two-phase process. Phase 1 involved base map preparation, inventory/supply analysis, population analysis, standards analysis, program analysis/alternate providers, and community input process. Phase 2 involved the prioritization of needs/recommendations, expenditure analysis, action plan and final report.

The Master Planning Process

A. Phase I

Step 1 – Base Map Preparation

Prepare a computer generated base map from digital data provided by the City of Sugar Land. Illustrate information such as streets, buildings, drainage corridors, vegetation, park sites, school sites, municipal facilities, city limits, ETJ limits, etc.

Step 2 – Inventory/Supply Analysis

Tour park and recreation facilities with City Parks and Recreation staff. Prepare inventory, based on information provided by City Staff, of all parks and facilities owned by the City, all HOA parks and facilities, public and private school facilities and private recreation providers.

Step 3 – Population Analysis

Analyze demographic and population characteristics of the community. Concentrate on factors of age, gender, education, ethnicity, median income and projected population changes.

Step 4 – Standards Analysis

Determine park classifications and acreage guidelines, which apply to the community. Compare existing facilities against standards to determine acreage and facilities required to meet present and future needs of the community. Benchmark the City of Sugar

Land against four comparable cities within Texas that have similar characteristics. Compare and analyze Sugar Land against peer cities.

Step 5 – Program Analysis/Alternate Providers

Utilizing recreation programming information provided by the city, analyze and evaluate core programs vs. non-core programs, marketing and market share, capacity utilization, program life cycles, program facilities, partnerships and sponsorships, ADA compliance and seasonal program capabilities. Utilizing non-profit and private recreation programming/inventory information provided by the city, analyze and evaluate location of facilities, programs offered, participation levels, amenities provided, marketing efforts, current market share, partnership potential, hours of operation and target markets.

Step 6 – Community Input Process

Gather information from individuals, associations, clubs and organizations through public forums, focus groups and surveys to determine what types of facilities and recreation opportunities are desired by the citizens. Prepare final report including purpose, methodology, summary and conclusion. Identify citizen needs regarding recreation demand.

B. Phase 2

Step 7 – Prioritization of Needs/Recommendations

Based on citizen survey, Task Force Committee input, Parks and Recreation Board Input, City Council Input, and City Staff input, develop a prioritized list of facility needs. Develop recommendations to guide and direct the acquisition, development, and maintenance of parks, recreation and open space for the next five to ten years.



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Step 8 – Expenditure Analysis

Prepare an expenditure analysis based on priority items and written recommendations,

Step 9 – Action Plan

Prepare a ten-year action plan that provides specific priorities, location for development, budget estimates, sources of funding and a proposed time line.

Step 10 – Final Report

Prepare a final report that includes the following information: introduction, goals and objectives, process overview, acreage and facility standards, inventory, documentation of needs assessment process, prioritization of needs and recommended plan of action.



INVENTORY OF CITY OWNED PARKS AND FACILITIES

Sugar Land has a park system containing 896.30 acres of dedicated parkland. Across this system is a wide spectrum of park facilities to serve the citizens. A profile of these facilities is presented below:

PARK LAND

- 11 Neighborhood Parks
- 6 Community Parks
- 2 Regional Parks

RECREATIONAL FACILITIES

- 24 Baseball/Softball Fields
- 2.5 Basketball Courts
 - (2 full courts)
 - (1 half court)
- 1 BMX Track
- 6 Community Buildings
- 1 Community Center
- 14 Covered Picnic Shelters
- 2 Picnic Pavilions
- 16 Playgrounds
- 1 Pool
- 1 Skate Park
- 19 Soccer Fields
- 5 Tennis Courts
- 10.4 Trail Miles
- 9 Volleyball Courts



Brazos River Corridor

Acres 529
Classification Regional

Amenities

Undeveloped



City Park

Acres 19.9
Classification Community

Amenities

- | | |
|-----|--------------------------|
| 5 | Baseball Fields |
| | • 1 T-Ball |
| | • 2 Little League (boys) |
| | • 2 Pony (boys) |
| 2 | Batting Cages |
| 1 | Community Meeting Room |
| 3 | Concession Stands |
| 1 | Covered Picnic Shelters |
| 7 | Drinking Fountains |
| 1 | Grill |
| 8 | Park Benches |
| 277 | Parking |
| 16 | Picnic Tables |
| 1 | Playground |
| 1 | Pool |
| 2 | Restrooms |
| 1 | Skate Park |
| 4 | Tennis Courts |
| 41 | Trash Cans |
| 1 | Sand Volleyball Court |
| 1 | Football Practice Area |



City Park





Colony Bend Park

Acres 5.0
Classification Neighborhood

Amenities

2	Covered Picnic Shelters
2	Drinking Fountains
9	Park Benches
4	Picnic Tables
2	Playgrounds
.30	Miles of Park Trail
6	Trash Cans
1	Sand Volleyball Court
2	Soccer Fields



Duhacsek Park

Acres 49.0
Classification Regional

Amenities

1	Community Meeting Room
20	Parking
1	Picnic Table
2	Restrooms

Covington West Park

Acres 0.5
Classification Neighborhood

Amenities

.5	Basketball Court (1 half court)
2	Covered Picnic Shelters
1	Drinking Fountain
5	Park Benches
4	Parking
1	Picnic Table
1	Playground
2	Trash Cans



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Eldridge Park

Acres 43.0
Classification Community

Amenities

1	Community Meeting Room
1	Concession Stand
1	Picnic Pavilion
6	Drinking Fountains
1	Fishing Pier
3	Grills
1	Lake, Pond, Water Feature
4	Park Benches
500	Parking
14	Picnic Tables
1	Playground
1	Restroom
10	Soccer Fields (all youth, 4 lighted)
1	Soccer Field (practice)
.40	Miles of Park Trail
23	Trash Cans



First Colony Park

Acres 21.3
Classification Community

Amenities

9	Baseball Fields
	• 2 T-Ball (boys)
	• 5 Little League (boys)
	• 2 Pony (boys)
1	Baseball/Softball Field (practice)
7	Batting Cages
1	Community Meeting Room
2	Concession Stands/Press Box
1	Covered Picnic Shelter
6	Drinking Fountains
3	Grills
3	Park Benches
368	Parking
18	Picnic Tables
1	Playground
2	Restrooms
40	Trash Cans
2	Storage Facilities

Gannoway Lake Property

Acres 18.00
Classification Natural Resource Area

Amenities

Open Space



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Highlands Park

Acres 5.0
Classification Neighborhood

Amenities

2 Covered Picnic Shelters
1 Drinking Fountain
2 Grills
4 Horseshoe Pits
4 Park Benches
7 Picnic Tables
1 Playground
.30 Miles of Park Trail
4 Trash Cans
1 Sand Volleyball Court



Imperial Park

Acres 41.0
Classification Community

Amenities

4 Batting Cages
2 Concession Stands
1 Drinking Fountain
7 Park Benches
300 Parking
6 Picnic Tables
1 Playground
2 Restrooms
9 Softball Fields
• 1 T-Ball (girls)
• 8 Softball (girls)
50 Trash Cans

Lonnie Green Park

Acres 2.0
Classification Neighborhood

Amenities

1 Drinking Fountain
5 Park Benches
4 Parking
1 Picnic Table
1 Playground
2 Trash Cans



Lost Creek Park

Acres 21.0
Classification Community

Amenities

1 Community Meeting Room
1 Concession Stand
1 Picnic Pavilion
3 Drinking Fountains
4 Grills
2 Park Benches
300 Parking
15 Picnic Tables
1 Playground
1 Restroom
7 Soccer Fields
• 6 Youth (4 lighted)
• 1 Adult (not lighted)
2 Soccer Fields (practice)
26 Trash Cans
BMX Facility
Trail
Garden Area
Call Boxes



Macco Park

Acres 7.2
Classification Neighborhood

Amenities

2 Baseball/Softball Fields (practice)
2 Park Benches
30 Parking
2 Picnic Tables
6 Trash Cans

Mayfield Park

Acres 1.5
Classification Neighborhood

Amenities

1 Basketball Court
1 Covered Picnic Shelter
1 Drinking Fountain
2 Grills
3 Park Benches
19 Parking
3 Picnic Tables
1 Playground
2 Trash Cans
1 Sand Volleyball Court

Meadow Lake Park

Acres 5.1
Classification Neighborhood

Amenities

1 Covered Picnic Shelter
6 Park Benches
19 Parking
4 Picnic Tables
1 Playground
.20 Miles of Park Trail
5 Trash Cans
2 Sand Volleyball Courts
1 Soccer Field (practice)



Oyster Creek Park

Acres 108.0
Classification Community

Amenities

1 Drinking Fountain
5 Grills
1 Lake, Pond, Water Feature
8 Park Benches
78 Parking
5 Picnic Tables
1 Restroom
1 Stage/Amphitheater
2.50 Miles of Park Trail
11 Trash Cans
5 Emergency Call Boxes
1 Rose Garden



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Ron Slockett Memorial Park

Acres 8.6
Classification Neighborhood

Amenities

1 Basketball Court
2 Covered Picnic Shelters
1 Drinking Fountain
4 Park Benches
28 Parking
7 Picnic Tables
1 Playground
1 Tennis Court
.40 Miles of Park Trail
6 Trash Cans
1 Sand Volleyball Court

Sugar Lakes Park

Acres 3.6
Classification Neighborhood

Amenities

1 Covered Picnic Shelter
1 Drinking Fountain
3 Park Benches
6 Parking
5 Picnic Tables
2 Playgrounds
0.25 Miles of Park Trail
5 Trash Cans
1 Sand Volleyball Court

Sugar Land Community Center

Acres 1.8
Classification: Special Use

Amenities

3 Community Meeting Rooms
2 Drinking Fountains
210 Parking
1 Restroom
1 Stage



Sugar Mill Park

Acres 5.3
Classification Neighborhood

Amenities

1 Covered Picnic Shelter
1 Drinking Fountain
3 Grills
2 Horseshoe Pits
1 Lake, Pond, Water Feature
6 Park Benches
4 Parking
6 Picnic Tables
1 Playground
.25 Miles of Park Trail
7 Trash Cans
1 Sand Volleyball Courts

Thomas L. James Park

Acres 0.5
Classification Neighborhood

Amenities

3 Park Benches



**INSERT CITY OWNED PARK INVENTORY
SUMMARY – PAGE 20**



INVENTORY OF CITY OWNED TRAILS

Park Trails:

Highlands Park	0.3 miles
Colony Bend Park	0.3 miles
Meadow Lake Park	0.2 miles
Ron Slockett Park	0.4 miles
Sugar Mill Park	.25 miles
Sugar Lakes	.25 miles
Eldridge Park	.40 miles
Oyster Creek Trail	<u>2.50 miles</u>

Sub-total 4.60 miles

Hike & Bike Trails:

Lonnie Green Park to Ditch A22	.70 miles
Colony Grant Trail	1.00 miles
Sugar Mill along Ditch A-22	1.30 miles
Williams Grant/Grants Lake Austin Parkway	.60 miles
Chimney Stone	.15 miles
Woodstream	1.30 miles
Sugar Mill/Covington	<u>.50 miles</u>

Sub-total 5.55 miles

Total Trail Distance 10.15 miles



INVENTORY OF PRIVATE HOME OWNER'S ASSOCIATION FACILITIES IN CITY CORPORATE LIMITS

ALCORN OAKS PARK

Acres 3.51

Amenities:

- 1 Large Pool
- 1 Small Pavilion
- Picnic Tables (various)
- 1 Pool Office/Restroom
- 1 Small Square Pool
- 1 Canopy

AQUATIC PARK & CENTER

Acres 8.11

Amenities:

- 3 Canopies
- 1 Large Pool
- 1 Small Rectangle Pool
- Picnic Tables (various)
- 1 Large Canopy
- 1 Large Pool
- 1 Small Square Pool
- 1 Small Canopy
- Benches (various)
- 1 Playground
- 1 Water Playground
- 1 Tot Lot

AUSTIN MEADOWS PARK

Acres 1.66

Amenities:

- 1 Pavilion
- Picnic Tables (various)
- Benches (various)
- 2 Playgrounds

BARRINGTON PLACE PARK

Acres .50

Amenities:

- 1 Meeting Room
- Picnic Tables (various)
- 2 Large Pergolas
- 1 Small Pool
- 1 Large Pool
- 1 Pool Office/Restroom Building

BRIDGEWATER PARK RECREATION CENTER

Acres 3.27

Amenities:

- 1 Large Pool
- 1 Small Pool
- 1 Pergola
- 1 Pavilion Extension
- 1 Pool Office/Restroom Building
- 2 Tennis Courts
- 4 Picnic Tables
- 2 Pavilions
- 3 Benches
- 1 Playground
- 1 Trail
- 1 Volleyball Area

BRIDGEWATER TRAIL

Acres

Amenities:

- 1 Trail
- Picnic Tables (various)
- Benches (various)



2005 Parks, Recreation & Open Space Master Plan

CHIMNEYSTONE NEIGHBORHOOD PARK

Acres 1.53

Amenities:

- 1 Large Pool
- 1 Small Pool
- 1 Canopy
- 1 Pool Office Building
- 2 Tennis Courts
- Benches (various)

COLONY GRANT POOL AND TENNIS CENTER

Acres 4.31

Amenities:

- 1 Playground
- 4 Tennis Courts
- 2 Large Pools
- 2 Large Canopies
- 1 Pool Office Building
- 1 Meeting Room/Rec. Building
- 1 BBQ Pit
- 1 Small Rectangle Pool
- 3 Pergolas
- 1 Lake

COLONY MEADOWS PARK 1

Acres .61

Amenities:

- 2 Benches
- 1 Playground

COLONY MEADOWS PARK 2

Acres .56

Amenities:

- 2 Benches
- 1 Playground

COMMONWEALTH NEIGHBORHOOD PARK

Acres 4.80

Amenities:

- 1 Small Circular Pool
- 1 Large Pool
- 1 Pavilion
- 1 Pool Office/Restroom/Meeting Room
- 2 Tennis Courts
- Picnic Tables (various)
- Benches (various)
- 1 Playground

COVINGTON WOODS PARK

Acres .98

Amenities:

- 1 Tennis Court
- Benches (various)
- Picnic Tables (various)
- 1 Playground
- 1 Large Pool
- 1 Small Pavilion – Pool Area
- 1 Pool Office/Restroom Building

CREEKSHIRE PARK

Acres .61

Amenities:

- 1 Tennis Court
- 1 Small Rectangle Pool
- 1 Large Pool
- 2 Canopies
- 1 Pool Office/Restroom Building



2005 Parks, Recreation & Open Space Master Plan

CRESCENT LAKES POOL AND TRAIL

Acres 1.49

Amenities:

- 2 Canopies
- 1 Trail
- 1 Large Pool
- 1 Small Square Pool
- 1 Pool Office/Restroom
- 1 Playground
- Benches (various)
- Picnic Tables (various)

ESTATES OF SUGAR MILL

Acres 1.08

Amenities:

- 2 Tennis Courts
- 1 Playground
- Benches (various)

GLEN LAUREL

Acres

Amenities:

- 1 Pool
- 1 Water Slide
- 1 Playground
- 1 Trail (+/- .5 mile)

HIGHLANDS NEIGHBORHOOD PARK 1

Acres 2.38

Amenities:

- 3 Canopies
- 1 Water Slide
- 1 Large Pool
- 1 Teeter-Totter Bouncer
- 1 Pool Office/Restroom Building
- 1 Small Pool
- 1 Small Composite
- Benches (various)
- 2 Tennis Courts

HIGHLANDS NEIGHBORHOOD PARK 2

Acres .58

Amenities:

- 1 Large Pool
- 1 Small Circular Pool
- 1 Pool Office/Restroom Building
- 1 Water Slide
- 1 Basketball Court – Half

LAKEFIELD PARK

Acres 2.06

Amenities:

- 1 Playground
- 1 Pavilion
- Picnic Tables (various)
- Benches (various)
- BBQ Pits (various)

LAKES OF AUSTIN TOT LOT

Acres 1.34

Amenities:

- 1 Playground

LAKES OF EDGEWATER PARK

Acres 3.26

Amenities:

- 1 Bench
- 1 Covered Picnic Table
- 1 Playground



2005 Parks, Recreation & Open Space Master Plan

MESQUITE PARK

Acres 1.5

Amenities:

- 2 Play Structures
- 2 Benches
- 2 Climbers
- 1 Tot Swing

OAKS OF ALCORN

Acres 1.5

Amenities:

- Play Structure
- Swing
- 4 Picnic Tables
- 3 Benches
- 1 Bike Rack

OYSTER POINT PARK

Acres 1.70

Amenities:

- 1 Small Round Pool
- 1 Small Rectangle Pool
- 1 Large Pool
- 3 Pergolas
- Picnic Tables (various)
- 1 Bench
- 1 Meeting Room
- 2 Tennis Courts
- 1 Volleyball (sand)
- 1 Playground

PATRIOT PARK

Acres 1.18

Amenities:

- Picnic Tables (various)
- Benches (various)
- 1 Gazebo
- 1 Playground

PLANTATION BEND PARK

Acres .22

Amenities:

- 1 Playground
- Benches (various)
- 2 Picnic Tables w/Covers

RIVERBEND NORTH PARK

Acres 3.25

Amenities:

- 1 Playground
- 2 Pergolas
- 3 Picnic Tables

RIVERBEND SOUTH PARK

Acres .20

Amenities:

- 1 Gazebo



2005 Parks, Recreation & Open Space Master Plan

SEARLS PARK

Acres 2.55

Amenities:

- 1 Large Pool
- 1 Octagon Pool
- 1 Pool Office/Restroom Building
- Picnic Tables (various)
- Benches (various)
- 1 Playground
- 1 Gazebo w/Sand Box
- 1 Volleyball (sand)
- 1 3-Section Backstop
- 1 Grass Area for Baseball

SETTLERS PARK RECREATION CENTER

Acres 2.89

Amenities:

- 3 Tennis Courts
- 1 Small Canopy
- Benches (various)
- 1 Playground
- 1 Large Canopy
- 2 Medium Canopies
- 1 Large Pool
- 1 Small Rectangle Pool
- 1 Water Slide
- 1 Pool Office/Restroom Building

SUGAR LAKES – THE LANDING

Acres 3.67

Amenities:

- 2 Tennis Courts
- 1 Basketball Goal
- 1 Basketball Court – Half
- 1 3-Section Backstop
- 1 Playground
- Benches (various)
- Picnic Tables (various)
- 4 Pergolas
- 1 Large Pool
- 1 Small Circular Pool
- 1 Meeting Room

SUGAR MILL GREEN

Acres 1.28

Amenities:

- 1 Large Pool
- 1 Tennis Court
- 1 Large Pergola
- 1 Small Pergola
- 1 Playground
- Benches (various)
- Picnic Tables (various)

SUGAR MILL LAKE CENTER

Acres 2.02

Amenities:

- 2 Tennis Courts
- 1 Pier
- Benches (various)
- 1 Large Pool
- 1 Small Circular Pool
- 1 Pavilion/Pool Office/Restroom Building

SUGARWOOD NEIGHBORHOOD PARK

Acres 1.14

Amenities:

- 2 Tennis Courts
- 1 Large Pool
- 1 Small Circular Pool
- 1 Pavilion/Office/Restroom Building
- 2 Octagon Picnic Tables
- 1 Pergola
- Benches (various)

SUMMERFIELD PARK

Acres .52

Amenities:

- 1 Playground
- 1 Climbing Dome
- Benches (various)



2005 Parks, Recreation & Open Space Master Plan

SUTTON PARK

Acres 6.65

Amenities:

- 1 Playground
- 3 Picnic Tables
- 3 Benches
- 1 Trail

THE LAKES

Acres 2.22

Amenities:

- 1 Pergola
- 1 Canopy
- 1 Large Pool
- 1 Small Pool
- 1 Pool Office/Restroom Building
- 2 Piers
- 1 Trail

WILLIAMS GRANT PARK

Acres 1.22

Amenities:

- Picnic Tables (various)
- Benches (various)
- 1 Bench Swing
- 1 Playground

WOODSTREAM NEIGHBORHOOD PARK

Acres 1.26

Amenities:

- Benches (various)
- Picnic Tables (various)
- 1 Playground

WOODSTREAM POOL AND TENNIS CENTER

Acres 3.23

Amenities:

- 1 Small Circular Pool
- 1 Large Pool
- 2 Canopies
- 1 Pool Office Building
- Picnic Tables (various)
- 2 Tennis Courts



2005 Parks, Recreation & Open Space Master Plan

Inventory of Private HOA Facilities In City Limits Summary

PARKS	Acres	Baseball/ Softball Fields (Practice)	Basketball Courts	Benches	Fishing Pier	Gazebo	Grills	Lake	Meeting Rooms	Pavilions	Picnic Tables	Playground	Restrooms	Swimming Pool (small & large)	Tennis Courts	Trails	Volleyball Court (Sand)
INVENTORY OF HOA FACILITIES IN CITY LIMITS																	
Alcorn Oaks Park	3.51									1	X		1	2			
Aquatic Park & Center	8.11			X							X	2		4			
Austin Meadows Park	1.66			X						1	X	2					
Barrington Place Park	0.50								1		X		1	2			
Bridgewater Park Recreation Center	3.27			3						2	4	1	1	2	2	X	1
Chimneystone Neighborhood Park	1.53			X										2	2		
Colony Grant Pool and Tennis Center	4.31			X			1	1	1		X	1		3	4	X	
Colony Meadows Park 1	0.61			2								1					
Colony Meadows Park 2	0.56			2								1					
Commonwealth Neighborhood Park	4.80			X					1	1	X	1	1	2	2		
Covington Woods Park and Pool	0.98			X						1	X	1	1	1	1		
Creekshire Park	0.61												1	2	1		
Crescent Lakes Pool and Trail	1.49			X							X	1	1	2		X	
Estates of Sugar Mill	1.08			X								1			2		
Glen Laurel												1		1		X	
Highlands Neighborhood Park 1	2.38			X								1	1	2	2		
Highlands Neighborhood Park 2	0.58		1										1	2			
Lakefield Park	2.06			X			X			1	X	1					
Lakes of Austin Tot Lot (Aquatic Park & Ctr)	1.34											1					
Lakes of Edgewater Park	3.26			1							1	2					
Mesquite Park	1.50			X								1					
Oaks of Alcorn Park	1.50			X							4	1					
Oyster Point Park	1.70			1					1		X	1		3	2		1
Patriot Park	1.18			X		1					X	1					
Plantation Bend Park	0.22			X							2	1					
Riverbend North Park	3.25										3	1					
Riverbend South Park	0.20					1											
Searls Park	2.55	1		X		1					X	1	1	2			1
Settlers Park and Pool	2.89			X								1	1	2	3		
Sugar Lakes - The Landing	3.67	1	1	X					1		X	1		2	2		
Sugar Mill Green	1.28			X							X	1		1	1		
Sugar Mill Lake Center	2.02			X	1								1	2	2		
Sugarwoods Neighborhood Park	1.14			X							2		1	2	2		
Summerfield Park	0.52			X								1					
Sutton Park	6.65			3							3	1				X	
The Lakes	2.22				2								1	2		X	
Williams Grant Park	1.22			X							X	1					
Woodstream Neighborhood Park	1.26			X							X	1					
Woodstream Pool and Tennis Center	3.23										X			2	2		
TOTAL	80.84	2	2		3	3	1	1	5	7		32	14	45	30		3



INVENTORY OF HOME OWNER'S ASSOCIATION FACILITIES IN EXTRA TERRITORIAL JURISDICTION LIMITS

AVALON

Acres

Amenities:

- 1 Pool
- 2 Tennis Courts
- 2 Playgrounds
- 2 Benches
- 1 Picnic Table
- 1 Trail
- 1 Parking

BRAZOS LANDING

Acres

Amenities:

- 1 Pool
- 2 Tennis Courts
- 1 Playground
- 1 Pond
- 1 Trail
- 1 Parking

CUNNINGHAM CREEK RECREATION CENTER

Acres 11.71

Amenities:

- 1 Playground
- 1 Large Upper Body Strength Composite
- 1 Pergola – Pool Area
- 1 Canopy – Pool Area
- 3 Canopies – Sprinkler Park

ELLIS RECREATION CENTER

Acres 10.55

Amenities:

- 1 Pavilion
- 2 Playgrounds
- Benches (Varies)
- Picnic Tables (Varies)
- 1 Trail
- 1 Volleyball Court
- 1 Pergola
- 1 Canopy – Pool Area



GREATWOOD KNOLL

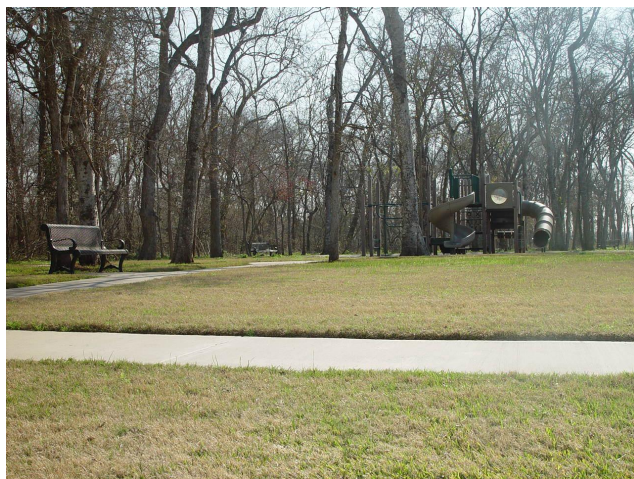
Acres .36

Amenities:

- 1 Playground
- 1 Trail
- Benches (various)



2005 Parks, Recreation & Open Space Master Plan



GREATWOOD NEIGHBORHOOD PARK

Acres 1.02

Amenities:

4 Benches
1 Playground
 Fitness Stations



GREATWOOD RECREATION CENTER 1

Acres 2.77

Amenities:

1 3-Section Backstop
1 Grass Area For Baseball
1 Trail
1 Volleyball (sand)
4 Tennis Courts
1 Meeting Room
1 Large Pool
1 Pool Office/Restroom Building
1 Small Circular Pool
 Benches (various)
1 Covered Picnic Table
1 Playground



2005 Parks, Recreation & Open Space Master Plan



GREATWOOD RECREATION CENTER 2

Acres 3.59

Amenities:

- 1 Pool Office/Restroom Building
- 1 Trail
- 1 Large Pool
- 1 Small Circular Pool
- 1 Medium Pool
- 1 Water Playground
- 2 Tennis Courts
- 1 Volleyball Court (sand)
- 1 Pavilion
- 4 Benches
- 3 Picnic Tables
- 1 Playground
- 3 Pergolas



GREATWOOD RECREATION CENTER 3

Acres 7.34

Amenities:

- 1 Large Pool
- 1 Pool Office/Restroom Building
- 1 Small Rectangle Pool
- 2 Pavilion Areas – Extension of Building
- 2 Tennis Courts
- 1 Pergola
- 4 Benches
- 1 Playground

LEXINGTON COLONY POOL AND TENNIS

Acres 3.18

Amenities:

- 1 Pool Office /Restroom Building
- 2 Canopies
- 1 Large Pool
- 1 Small Square Pool
- 7 Picnic Tables
- Benches (various)
- 2 Volleyball (sand)
- 2 Playgrounds
- 2 Tennis Courts
- 2 Tennis Walls



2005 Parks, Recreation & Open Space Master Plan

NEW TERRITORY RECREATION FACILITIES

Amenities:

- 4 Pools
- 1 Sprinkler Park
- 12 Tennis Courts
- 9 Soccer Fields
- 2 Baseball/Softball (adult)
- 4 Baseball (youth)
- 1 Basketball Court
- 2 Football Fields (youth)
- 1 Gym
- Benches (various
- 4 Pavilions
- Picnic Tables (various)
- 6 Playgrounds
- 1 Restroom
- Trails
- 3 Volleyball Courts (sand)

PECAN PARK

Acres 26.69

Amenities:

- 2 Playgrounds
- Benches (Varies)
- Picnic Tables (Varies)
- 2 Pavilions
- 1 Enclosed Bathroom Facility
- 1 Gazebo

RIVERPARK NEIGHBORHOOD PARK

Acres .25

Amenities:

- 1 Playground
- Benches (various)

RIVERPARK POOL AND PARK

Acres 3.10

Amenities:

- 1 Large Pergola
- 1 Large Pool
- 1 Medium Pool
- 1 Rec/Pool Building
- 2 Playgrounds

SCENIC PLACE POCKET PARK

Acres .46

Amenities:

- 1 Trail

THE CLUB

Acres 16.98

Amenities:

- 1 Pavilion
- 1 Playground
- 1 Canopy – Pool Area
- 1 Pergola
- 1 Baseball/Softball Field (game)
- 1 Basketball Court
- Benches (various)
- 1 Meeting Room
- 4 Tennis Courts



2005 Parks, Recreation
& Open Space Master Plan

Inventory of HOA Facilities in Extra Territorial Jurisdiction Summary

	Acres	Baseball/Softball Fields (Game)	Baseball/Softball Fields (Practice)	Basketball Courts	Benches	Football Fields	Gazebo	Meeting Rooms	Pavilions	Picnic Tables	Playground	Restrooms	Soccer Fields	Swimming Pool (small and large)	Tennis Courts	Trails	Volleyball Court (Sand)
PARKS																	
INVENTORY OF HOA FACILITIES IN EXTRA TERRITORIAL JURISDICTION																	
Avalon					2					1	2			1	2	X	
Brazos Landing											1			1	2	X	
Cunningham Creek Recreation Center	11.71										1			1			
Ellis Recreation Center	10.55				X				1	X	2			1		X	1
Greatwood Knoll	0.36				X						1					X	
Greatwood Neighborhood Park	1.02				4						1					X	
Greatwood Recreation Center 1	2.77		1		X			1		1	2	1		2	4	X	1
Greatwood Recreation Center 2	3.59				4				1	3	1	1		3	2	X	1
Greatwood Recreation Center 3	7.34				4						1	1		2	2		
Lexington Colony Park	3.18				X					7	2	1		2	2		2
New Territory		6		1	X	2			4	X	6	1	9	4	12	X	3
Pecan Park	26.69				X		1		2	X	2	1					
Riverpark Neighborhood Park	0.25				X						1						
Riverpark Pool and Park	3.10										2			2			
Scenic Place Pocket Park	0.46															X	
The Club	16.98	1		1	X			1	1		1			1	4		
TOTALS	88.00	7	1	2	14	2	1	2	9	12	26	6	9	20	30		8



2005 Parks, Recreation & Open Space Master Plan

INVENTORY OF OTHER RECREATION OPPORTUNITIES

CULLINAN PARK (City of Houston)

Acres: 750

Amenities:

Boardwalk
Observation Tower
Picnic Pavilion
Picnic Tables
50-Car Parking Lot

ST. LAURENCE CATHOLIC PARISH

3100 Sweetwater Blvd.,
Sugar Land, TX 77479
Ph. No. 281-980-9812
FAX 281-980-0686

Amenities: Kitchen, Gym

Programs: Open Volleyball courts out not an official team

ST. THERESA CATHOLIC CHURCH

115 Seventh Street,
Sugar Land, TX 77478
Ph. No. 281-494-1156

Programs: Youth and Family Summer Softball

FIRST UNITED METHODIST CHURCH

431 Eldridge Road
Sugar Land, TX 77478
Phone: 281-491-6041

Amenities: Gym, kitchen

Programs: Youth and Adult Basketball, Youth and Adult Volleyball, Summer Youth Day Camps

SUGARCREEK

13333 Southwest Freeway, Suite 200
Sugar Land, TX 77478
Phone: 281-242-2858

Amenities: Gym, kitchen

Programs: Youth Basketball, Cheerleading Teams

WILLIAMS TRACE BAPTIST CHURCH

16755 Southwest Freeway
Phone: 281-980-4431

Programs: Preschoolers Spanish, Preschool Motor Skills

FIRST COLONY CHURCH OF CHRIST

2140 First Colony Blvd.
Sugar Land, TX 77479
Phone: 281-980-7070
Fax: 281-980-4672
Email: fccc@praisegod.org

Amenities: Gym, kitchen

Programs: Youth Summer Day Camp, Open Gym (throughout the year)



**Insert Existing Parks and Facilities
Map – PAGE 35**



Future Park Dedications Within City Limits

Greatwood Park	135 Acres
River Park	189 Acres
Riverstone	320 Acres

Land Acquisition Targets

Identified Properties:

Acquire land west of the existing Gannoway Lake Park property to establish a community level park with particular emphasis on trails, picnicking and water access for fishing. This park sight will address the Park and Recreation needs of existing neighborhoods along Burney Road and future neighborhoods on the TxDOT Tract 3 Area. Approximately 60 acres.

Identify and acquire land in the southeast sector of the City for a community level park to address residential growth in the Riverstone Development. Approximately 25 Acres

Acquire property identified in the Newland Communities Development Agreement to serve new residential development in the west sector of the City. Approximately 75 Acres

Acquire through a long term ground lease, approximately 50 acres from the University of Houston for recreational facilities use.

Acquire Brazos River floodway property through donation, purchase, easements or condemnation to complete the identified Brazos River Park. Approximately 2,000 Acres

Acquire the approximately 5-acre tract from SPI located on the southeast corner of Settlers Way and Sam Houston Drive.

Identify and consider acquiring land for a neighborhood level park to serve the Sugar Creek subdivision area. Approximately 3 to 5 Acres



2005 Parks, Recreation & Open Space Master Plan

PUBLIC & PRIVATE SCHOOL INVENTORY

PUBLIC

AUSTIN PARKWAY ELEMENTARY

- 2 Soccer Goals
- 2 3-Section Backstops
- 1 Sitting Area
- 1 Playground
- 4 Basketball Goals
- 2 Basketball Courts – Full
- 4 Basketball Courts – Half
- 1 PE Room
- 1 Sit-Up Bench

BARRINGTON PLACE ELEMENTARY

- 1 Gym
- 2 Basketball Goals
- 1 Basketball Court – Full
- 1 Concrete Play Area
(hop scotch area & 4 square area)
- 4 Basketball Goals
- 2 Basketball Courts – Full
- 4 Basketball Courts – Half
- 2 Soccer Goals
- 2 Backstops
- 1 Pavilions
- Benches
- 1 Playground

BRAZOS BEND ELEMENTARY

- 1 Gym
- 2 Basketball Goals
- 1 Basketball Court – Full
- 2 Playgrounds
- Benches
- 1 3-Section Backstop
- 4 Basketball Goals – Outside
- 2 Basketball Courts – Full
- 1 Pavilion
- Picnic Tables
- 2 Soccer Goals
- 1 Grass Soccer Field

CAMPBELL ELEMENTARY

- 2 Soccer Goals
- 2 Backstops
- 2 Playgrounds
- 1 Hoop Ball
- Picnic Tables

- 1 Pre-School Play Composite
- 2 Basketball Goals
- 1 Basketball Court – Full
- 1 Gym
- 4 Basketball Goals

CLEMENTS HIGH SCHOOL

- 8 Tennis Courts
- 2 Baseball Fields – Practice
- 1 Baseball Field – Game – Mercer Stadium
- 1 Football Field – Practice
- 1 Field – Under Construction
- 1 Football Field – Game – Mercer Stadium
- 1 Track
- 2 Gym
- 12 Basketball Goals – 6 in Each
- 2 Basketball Courts – Full – 1 in Each
- 4 Volleyball Setup – 2 in Each
- 1 Soccer Field
- 2 Soccer Goals
- 2 Pool – Natatorium

COLONY BEND ELEMENTARY

- 2 Playgrounds
- Benches
- 1 Pavilion
- 1 Basketball Goal – No Net
- 3 Basketball Goals – With Net
- 4 Basketball Goals – Half
- 1 4 Square Area
- 2 Hop Scotch Area
- 2 3- Section Backstop
- 1 Gym
- 2 Basketball Goals
- 2 Basketball Goals – Moveable

COLONY MEADOWS ELEMENTARY

- 2 Playgrounds
- 2 Soccer Goals
- Picnic Tables
- Benches
- 1 Drinking Fountain
- 1 3-Section Backstop
- 6 Basketball Goals
- 2 Basketball Courts – Full
- 4 Basketball Courts – Half
- 1 Pavilion
- 11 4 Square Areas
- 1 Gym
- 2 Basketball Goals



2005 Parks, Recreation & Open Space Master Plan

COMMONWEALTH ELEMENTARY

- 1 Hoop Ball
- 1 Pavilion
- Benches
- 2 Playgrounds
- 2 Soccer Goals
- 1 Parallel Bars
- 2 Exercise Bench
- 1 Tall Pull-Up Bars
- 1 Exercise Balance Beam
- 1 3-Section Backstop
- 1 3-Tier Pull-Up Bars
- 4 Basketball Goals
- 1 Gym
- 2 Basketball Goals

DICKINSON ELEMENTARY

- 3 Soccer Goals
- 2 3-Section Backstop
- 3 Playgrounds
- Picnic Table
- 1 Covered Area
- 1 Track
- Benches
- 1 Hoop Ball
- 1 Gym
- 2 Basketball Goals
- 1 Basketball Court – Full

DULLES MIDDLE SCHOOL

- Picnic Tables
- 2 Gyms
- 12 Basketball Goals – 6 in Each
- 2 Basketball Courts – Full – 1 in Each
- 4 Basketball Courts – Half – 2 in Each
- 3 Volleyball Setups – 2 in One / 1 in One
- 4 Tennis Courts
- 1 Football Field – Practice
- 1 Football Field – Game – Shares w/ HS

DULLES HIGH SCHOOL

- 2 Tracks
- 1 Football Field – Practice
- 1 Football Field – Game
- 6 Tennis Courts
- 1 Baseball Field
- 1 Softball Field
- 3 Gyms
- 6 Basketball Goals – Boy's Gym
- 1 Basketball Court – Full – Boy's Gym
- 6 Basketball Court – Half – Boy's gym

- 6 Basketball Goals – Girl's Gym
- 1 Basketball Court – Full – Girl's Gym
- 6 Basketball Courts – Half – Girl's Gym
- 2 Volleyball Setups – Girl's Gym
- 2 Soccer Goals
- 2 Soccer Field – Shared w/Football Field
- 1 Parallel Bars – Gymnastics Gym
- 2 Balance Beams – Gymnastics Gym
- 1 Vault – Gymnastics Gym
- 1 Uneven Bar – Gymnastics Gym
- 1 3- Section Backstop
- 2 Pool – Natatorium

DULLES ELEMENTARY

- 1 Backstop
- 1 Pavilion
- Benches
- 1 Rope Climb
- 1 Parallel Bars
- 3 Exercise Bars
- 1 Ladder Crawl
- 1 Push-Up Bar Set
- 1 Exercise Bar Set
- 2 Tall Exercise Bars
- 2 Playgrounds
- 1 Pull-Up Bars
- 1 Hoop Ball
- 1 Concrete Area
- 4 Basketball Goals – No Net
- 1 Gym

FIRST COLONY MIDDLE SCHOOL

- 2 Gyms
- 12 Basketball Goals – 6 in Each Gym
- 2 Basketball Courts – Full – 1 in Each Gym
- 4 Volleyball Setups – 2 in Each Gym
- 2 Ping Pong Tables
- 1 Football Field – Practice
- 1 Football Field – Game
- 1 Track – Grass
- 4 Tennis Courts
- 4 3-Section Backstops
- 6 Soccer Goals
- 1 Soccer Field – Grass Area



2005 Parks, Recreation & Open Space Master Plan

FORT SETTLEMENT MIDDLE SCHOOL

- 2 3- Section Backstop
- 4 Tennis Courts
- 2 Gyms
- 12 Basketball Goals – 6 in Each Gym
- 1 Football Field
- 2 Basketball Courts – Full – 1 in Each Gym
- 4 Basketball Courts – Half – 2 in Each Gym
- 2 Volleyball Setups – 1 in Each Gym

HIGHLANDS ELEMENTARY

- 1 Gym
- 2 3-Section Backstops
- 2 Soccer Goals
- 1 Open Grass Field
- 1 3-Spigit Water Fountain
- Benches
- 2 Playgrounds
- 2 Checker Board Tables
- 1 Pavilion
- 1 Balance Beam
- 1 Covered Sitting Area
- 3 Basketball Goals – No Net
- 2 Basketball Goals – With Net
- 5 Basketball Courts – Half

KEMPNER HIGH SCHOOL

- 2 Basketball Courts – Full
- 2 Gyms
- 1 Track
- 4 Football Fields
- 1 Baseball Field
- 1 Softball Field
- 1 Practice In-Field (under construction)
- 8 Tennis Courts
- 1 Volleyball Setup Gym #1
- 2 Volleyball Setups Gym #2
- 6 Basketball Goals Gym #1
- 6 Basketball Goals Gym #2
- Picnic Tables
- Benches
- 1 Pool (Natatorium)

LAKEVIEW ELEMENTARY

- Picnic Tables
- 1 Basketball Goal
- 1 Basketball Court Area
- 3 Ball Poles
- 2 Playgrounds
- 1 Gym

- 6 Basketball Goals
- 1 Basketball Court – Full

MR WOOD ALTERNATIVE

- 1 Gym
- 2 Basketball Goals
- 1 Basketball Court – Full
- Pre-School Play Equipment
(from Day-Care, no longer there)

SARTARIA MIDDLE SCHOOL

- 4 Tennis Courts
- 1 Football/Soccer Field
- 1 Track
- 2 Gyms
- 1 Baseball Backstop
- 1 Practice Grassy Area
- 4 Volleyball Setups
- 12 Basketball Goals – 6 in Each Gym
- 2 Basketball Courts – Full – 1 in Each Gym

SETTLERS WAY ELEMENTARY

- 1 Gym
- 2 Playgrounds
- Benches
- 4 Basketball Goals – No Nets
- 1 Basketball Goal – Moveable
- 5 Basketball Courts – Half
- 1 Pavilion

SUGAR LAND MIDDLE SCHOOL

- 1 Football Field – Game
- 1 Track
- 2 Gyms
- 1 Volleyball Setup – Girl's Gym
- 6 Basketball Goals – Girl's Gym
- 1 Basketball Court – Full – Girl's Gym
- 2 Basketball Courts – Half – Girl's Gym
- 1 Football Field – Practice
- 2 3-Section Backstops
- 1 Track/Baseball Practice Area – Grass
- 6 Basketball Goals – Boy's Gym
- 1 Basketball Court – Full – Boy's Gym
- 2 Basketball Courts – Half – Boy's Gym
- Picnic Tables
- Benches



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SUGAR MILL ELEMENTARY

- 2 Playgrounds
- Benches
- 1 Parallel Bars
- 1 Pavilion
- Picnic Tables
- 4 Basketball Goals – No Nets
- 2 Basketball Courts – Full
- 2 Soccer Goals
- 1 Gym
- 1 Trail

WALKER STATION ELEMENTARY

- 2 Playgrounds
- 1 Covered Basketball Court
- 2 Basketball Goals
- 6 Basketball Goals – Uncovered
- 1 Playground Slab Area
- 3 Hoop Ball
- 1 Baseball Backstop
- 2 Soccer Goals
- 1 Soccer Field
- 1 Gym (ext. of cafeteria)
- 4 Basketball Goals – In Gym
- 2 Soccer Goals – In Gym
- 1 Covered Pavilion
- 1 3-Spigot Water Fountain
- Picnic Tables
- Benches



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PRIVATE

DRAKE PRIVATE SCHOOL INC.

- 1 Pavilion Tent
- 7 Picnic Tables
- 1 Playground
- 4 Basketball Goals
- 2 Basketball Courts – Full
- 1 Baseball Field
- 2 Benches

FAITH LUTHERAN PRE-SCHOOL & MIDDLE SCHOOL

- 1 Gym
- 1 Volleyball Setup
- 1 Outside Volleyball Setup
- 2 Soccer Goals
- 1 Soccer Field
- 1 Covered Area
- 2 Playgrounds
- Benches (various)
- Picnic Tables (various)
- 1 Upper Body Strength Center
- 2 Plastic Kid Picnic Tables
- 1 Sand Box
- 3 Basketball Goals
- 3 Basketball Courts – Half

FORT BEND BAPTIST ACADEMY ELEMENTARY

- 1 Gym

FORT BEND BAPTIST ACADEMY HIGH SCHOOL

- 1 Softball Field
- 1 Baseball Field
- 1 Practice Football Field
- 1 Gym
- 2 Volleyball Setups
- 6 Basketball Goals
- 1 Basketball Court – Full
- 2 Basketball Courts – Half

THE HONOR ROLL

- 1 Gym
- 2 Basketball Goals
- 1 Basketball Court – Full
- 2 Basketball Courts – Half
- 1 Volleyball Setup
- 1 Basketball Goal – Outside
- 2 Soccer Goals
- 1 Soccer Field

- 1 Basketball Goal
- 2 Playgrounds

SUGAR CREEK CHILDREN'S HOUSE MONTESSORI SCHOOL

- 1 Pool



**Insert Existing Public & Private
Schools Map – PAGE 42**



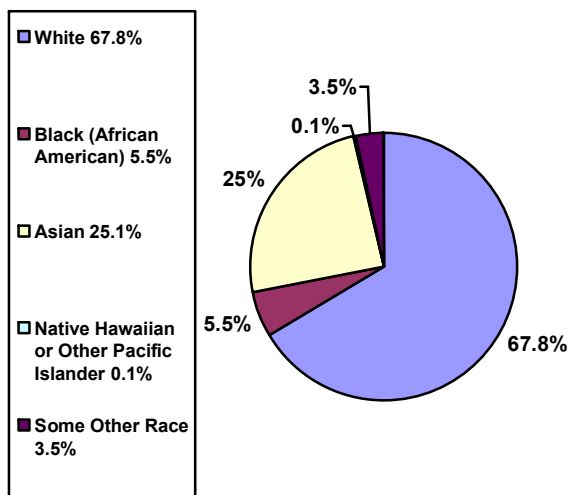
DEMOGRAPHICS ANALYSIS

POPULATION CHARACTERISTICS AND DEMOGRAPHICS WITHIN CITY LIMITS (US 2000 Census)

The population of a community should be studied in a variety of ways for purposes of park planning. The design of services is based in part on consumption characteristics of the residents. The size and location of parks, schools and services (public and private) are based on the density and distribution of the population as recipients of these services. In order to assist in forecasting the future park and recreation needs of the City of Sugar Land, this section provided information and analysis on population trends and projections, racial composition, household size, age characteristics and educational attainment. (Based on 2000 Census Data)

Ethnicity

The racial composition of Sugar Land is predominately white, with 66% of the population comprising this category. Asians make up more than 23% of the population; followed by African Americans who comprise over 5% of the current population.

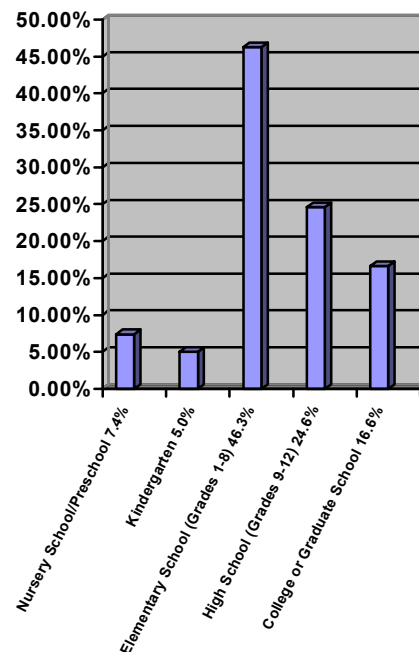


Households

The average household size in Sugar Land is 3.06 persons. While 84% of housing units are owner-occupied, almost 16% are renter-occupied. Over 85% of households have families, while approximately 14% of households do not have families. Households with individuals under 18 years of age comprise 53% of the total, while households with individuals over 65 years of age make up more than 13% of the total.

School Enrollment

More than 46% of the population 3 years and over who are enrolled in school are of elementary school age. Almost 25% of persons enrolled in school are of high school age, and more than 16% are in college or graduate school





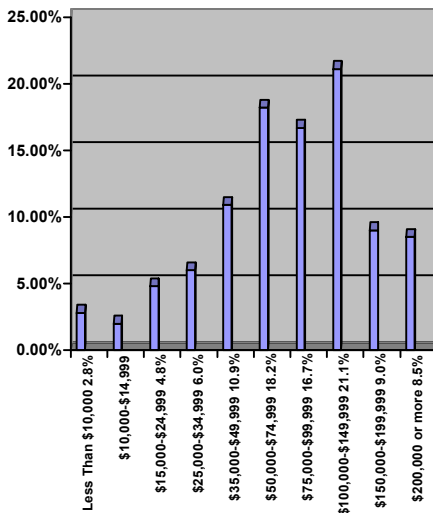
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Educational Attainment

Less than 9 th Grade	2.2%
9 th to 12 th Grade, No Diploma	4.4%
High School Graduate	13.3%
Some College, No Degree	20.0%
Associate Degree	6.4%
Bachelor's Degree	34.4%
Graduate or Professional Degree	19.3%

Income in 1999

The median household income for the year 1999 was \$81,767.00.



Total Population

The total population in Sugar Land is divided almost equally between the two genders, with 48.9% of the population being male and 51.1% being female. The median age is 37.4 years. While 65% of the population is over 21 years of age, only 6.7% of the population is over 65 years of age.

Total Population	63,326
Under 5 Years	6.1%
5 to 9 Years	8.3%
10 to 14 Years	10.3%
15 to 19 Years	8.9%
20 to 24 Years	3.7%
25 to 34 Years	9.0%
35 to 44 Years	19.7%
45 to 54 Years	19.7%
55 to 59 Years	4.6%
60 to 64 Years	2.9%
65 to 74 Years	3.8%
75 to 84 Years	2.2%
85 Years and Over	0.8%

Population Projections

Year	City Limits	ETJ Limits
2002	67,592	
2003	69,129	37,505
2004	69,720	
2005	70,311	
2006	70,902	
2007	71,493	
2008	72,084	
2009	72,675	
2010	82,796	46,761

(Information provided by the Sugar Land Planning Department)



BENCHMARK SURVEY FOR THE CITY OF SUGAR LAND

INTRODUCTION

The consultant team and the City of Sugar Land Park and Recreation staff selected eight cities of similar size, location, and demographics to benchmark with the City of Sugar Land. The expectation was to get responses from four cities but all eight cities responded positively to fill the benchmark survey out and send it back to the consultants. The cities that responded to the benchmark survey are Frisco, TX; Grapevine, TX; Baytown, TX; Conroe, TX; Flower Mound, TX; Round Rock, TX; Irving, TX; and Plano, TX. All participating cities received a copy of the survey results in exchange for participating in the benchmark survey.

The benchmark survey questions were selected by the Sugar Land Parks and Recreation staff with the consultants providing a list of questions and components to select from while adding the most relevant questions. The responses as well as the benchmark survey are included in the report. Based on comparing Sugar Land Parks and Recreation Department to the benchmark cities departments, the obvious discrepancies are shaded. The highlighted issues indicate those areas where most or all of the benchmark cities survey numbers and answers deviate significantly from those at the Sugar Land Parks and Recreation Department.

SUMMARY

- The Sugar Land Parks and Recreation budget is significantly lower than most of the benchmark cities budgets.
- The number of Department FTE's and particularly the Parks FTE's are significantly lower than the benchmark cities FTE's.
- The Sugar Land Parks and Recreation Department does not have a usage agreement with the School District, as is the case with all the other benchmark cities. The City is currently in discussion with the district regarding new opportunities.
- The facilities that the Sugar Land Parks and Recreation Department do not operate like the benchmark cities include: Recreation

Center, Gymnasiums, Fitness Programming Rooms, Weight Rooms, Fitness Spaces, Arts Room, Racquetball Courts, Indoor Volleyball Courts, Indoor Basketball Courts, Leisure Pools, Competitive Pools, Youth Football Fields, Adult Softball Fields, and Environmental Education/Nature Center.

- Sugar Land Parks and Recreation has significantly less Outdoor Basketball Courts, Soccer Practice Fields, Baseball Practice Fields, and Fishing Piers than most of the benchmark cities.
- The leisure program areas that the Sugar Land Parks and Recreation Department do not offer like the benchmark cities include: Pre-School Classes, Outdoor Education Classes, Multi-Cultural Programs, Sports Programs, Teen Programs, and Educational Programs.
- Outdoor Education Classes are not offered in Sugar Land by another entity as it is in most of the benchmark cities.
- The City of Sugar Land does not maintain any Adult Softball or Adult Football fields or maintain the infields like many of the benchmark cities.
- The revenues the Sugar Land Parks and Recreation Department receives from the Athletic User Groups is significantly lower than most of the benchmark cities.
- Most of the benchmark cities promote through distributing flyers and the Sugar Land Parks and Recreation Department does not.



**INSERT BENCHMARK SURVEY
RESULTS – PAGES 46, 47, 48, 49,
50, 51 & 52**



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PROGRAM ANALYSIS

PURPOSE

The program analysis report was developed to analyze the current programs offered by the Sugar Land Parks and Recreation Department throughout the city. The report focuses on existing programs based on information provided by the Sugar Land Parks and Recreation Department staff. The intent of the program analysis is to assist the Parks and Recreation Department in identifying the program gaps within the community, identifying any duplication of programs with other recreational service providers in the community, identify existing ADA issues, and to assist in determining the future program offerings of the Sugar Land Parks and Recreation Department.

PROCESS

The consultants created a program assessment questionnaire for the Sugar Land Parks and Recreation Department staff to fill out on several program areas that they currently offer programs. The program areas included: Leisure Classes; Senior Programs; Day Camp; Open Gym; Athletics; Aquatics; and Special Events. The information from these questionnaires is included in the analysis report. The consultants have visited all the program sites, talked with the Sugar Land Parks and Recreation Department program staff, visited the other recreational service provider locations, and studied the information gathered. Each of the existing seven program areas has been analyzed to help determine the best use of resources to fulfill the community needs for future recreational programming.

OVERALL FINDINGS/OBSERVATIONS/ RECOMMENDATIONS

The offerings of the current program areas of Sugar Land Parks and Recreation Department are lacking in quantity and variety. The citizen survey results and focus group input demonstrates the public wants and is willing to support additional programming. Recreation programming could be the strength of the Sugar Land Parks and Recreation Department and the citizens of Sugar Land should be able to count on the programs as well as the staff. Additional recreation programs to fill the identified program areas where needs are not being met can be filled through contractual agreements

and community partnership opportunities. Quality of the instructors and programs is key to every program area. A properly implemented User Fee Policy should create the ability to increase program offerings based on successful participation.

The availability of the facilities is limited and additional program space is needed to be able to offer the variety of programs the community needs and will support. The current community center meets ADA standards and the Sugar Land Parks and Recreation Department should implement an accessibility plan for programs to meet any needs of the public such as interpreters, sign language, Braille, etc. based on the participants responding to what their needs are. This can be done on an as needed basis for most programs if advertised in the program brochure. There is a need for a multi-purpose recreation center in the community to better serve the residents. An additional facility would also provide more capacity for programs at the times the working public can participate.

The Municipal Pool needs to be renovated to add to the programmatic value of the facility, to meet ADA standards, and to rejuvenate the attendance. The average life expectancy of any swimming pool is 20-25 years. A feasibility study for a leisure pool is recommended. A site analysis including demographics support, a conceptual plan with capital cost estimates and a projected operational pro-forma is recommended prior to determining the location and size of a recreational pool.

It is also recommended that funding sources be identified for capital and operating expenditures for the recreation center. Additional programs will need some additional program staff, which can be provided through contractual agreements and partnerships.

A list of potential program ideas the Sugar Land Parks and Recreation Department could offer is:

- Dance: line, ballet, tap, jazz, flamenco, ballroom, swing, jitterbug, and country / western
- Gymnastics: cheerleading, mommy and me, tumbling
- Fitness: yoga, pilates, step aerobics, water / run aerobics, tai chi, arthritis classes, abs, spinning, kick boxing, jazzercise, sit and be fit, boot camp, tri training, water conditioning, martial arts, self-defense, tae bo, senior exercise



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- Drama: theater arts, stage production, set design, choir, acting (children), makeup, videography, lights / sound, costume design, modeling
- Arts: jewelry, ceramics, sculpture, water color, oil, pencil, candle making, soap carving, card embossing, scrap booking, stamp collecting, needle, photography, quilting, wood working, pencil / charcoal, general crafts
- Personal Development: interview skills, job skills, public speaking, resume writing, career development
- College Preparation: grant writing, scholarships, finance, essay writing, choosing colleges / majors, college prep classes, ACT / SAT preparation
- Finance: estate, retirement, investing, wills, tax prep, fraud
- Sports: baseball, football, hockey, swimming, la cross, disc golf, boating, basketball, volleyball, softball, tennis, scuba, soccer, bowling
- Cooking: baking, Chinese, Italian, mini cooking school, microwave mania, wok cooking, world cuisine, dutch oven cooking, BBQ, grilling
- Water: swim lessons, life guarding, water safety, snorkeling, pool maintenance, in school h2o safe, mom and me, splash days, water gun safety, water aerobics, special needs and prenatal
- Outdoor Education: orienteering, hunting safety, camping, survival skills, camp fire, bow hunting, forestry, fishing, wildlife recognition, environment class, backpacking, hiking
- Gardening: landscaping, xeriscaping, composting, floras/ faunas, irrigation
- Music: piano, guitar, drums, saxophone, clarinet, percussion, voice, music appreciation, trombone, brass, violin, fiddle, harmonica, cymbals
- Languages: Sign, Italian, French, German, Spanish (ESL classes), English
- Travel: foreign, vacation, local, state / national parks, car safety , how to travel / pack
- Maintenance: home, automotive, computers, health, home
- Miscellaneous: tournaments, game nights, dine in movies, Jr. crimes scene investigation, Jr. police, camps, therapeutic / special needs

BUDGET

The marketing budget for all the Sugar Land Parks and Recreation programs is \$10,000 per year, which is less than 2% of the program budget. This is very low and based on the standards in the industry, what is usually budgeted is about 15% overall. The Sugar Land Parks and Recreation Department needs to track the marketing avenues to determine the success of each promotional piece and continue the successful methods of marketing for each program area.

STANDARDS

Standards should be established in all program areas such as instructor standards, customer service standards, cost per experience, participation standards, program standards, customer retention, cleanliness, friendliness, knowledge, experience etc. Consistent citizen input and feedback mechanisms need to be implemented for new ideas for each program area from non-users as well as program participants to keep the programs fresh and appealing. The feedback and standards should be evaluated in each program area periodically to develop a continuous improvement cycle for all program areas.

EARNED INCOME OPPORTUNITIES

Resources should be focused on earned income opportunities such as grants, partnerships, sponsorships, contract management, volunteers, and scholarship programs. All of these types of opportunities within the community need to be fostered constantly. An agency-wide volunteer program with recruiting, tracking, training, and rewarding needs to be established. Grants, partnerships, and sponsorships need to be researched, presented, tracked, contracted, and compliance reviews.

Potentially a Parks and Recreation Foundation for gifts can be established and marketed by the board with this person as a liaison. Foundations have vast benefits that allow charitable donations to be earmarked by the donor for specific projects as well as general spending. Foundations can also assist in land acquisition, land banking, estate giving as the gifts can be tax deductible.

Involving the community in projects and programs through sweat equity is a great way to obtain ownership and support from the neighborhoods and community. A successful program called "WORKREATION" allows kids to essentially work for \$



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per hour in exchange for program fees and admission. Another successful program is the "Park Ambassador Program" that trains park neighbors to inspect their adjacent park and document the condition.

The Sugar Land Parks and Recreation Department must continue to move forward in their efforts to provide quality facilities and meet the programming needs of the community without duplication of programs offered by other recreational service providers.

RECREATION PROGRAM TRENDS

In this fast paced, modern society it has become essential to stay on top of current trends impacting the field of recreation. The recreational provider is faced with the challenge of meeting and exceeding user expectations. Part of this task involves comprehension about what participants want now, studying what they wanted in the past, and developing an idea of what they will look for in future activities. There are a variety of tools utilized to determine this information. Statistical data presented by the National Sporting Goods Association 2002 Survey on sports participation is one primary tool to understanding user trends. These are national statistics and there may be local or regional trends that do not coincide with the national statistics such as softball, biking, camping, swimming, fishing, bowling, etc.

The following information was gathered by a mail panel resource of more than 20,000 pre-recruited households. Through a self-administered questionnaire, male and female heads of household and up to two other household members who were at least seven years of age were asked to indicate the sports they participated in 2002, along with the frequency of participation in 2002.

For this study, a participant is defined as an individual seven years of age or older who participates in a sport more than once a year. There are seven sports that required participation to be defined as six times or more a year: aerobic exercise, bicycle riding, exercise walking, exercising with equipment, running/jogging, step aerobics, swimming, and weightlifting.

Table 1
National Recreation Participation in 2002

Top Ten Activities Ranked by Total Participation

Sport	Total Participation (In Millions)	Percent Change From 1997
Exercise Walking	82.2	7.7%
Camping (vacation/overnight)	55.4	18.9%
Swimming	54.7	-8.2%
Exercising with Equipment	50.2	4.9%
Fishing	44.2	-1.2%
Bowling	43.9	-1.9%
Bicycle Riding	41.4	-8.3%
Billiards/Pool	35.3	-2.0%
Hiking	30.5	7.7%
Aerobic Exercise	29.0	10.6%

Source: National Sporting Goods Association

Table 2
National Recreation Participation in 2002 of Selected Sports
Ranked by Percent Change from 1997 to 2002

Sport	Total Participation (In Millions)	Percent Change 2001 to 2002	Percent Change 1997 to 2002
Snowboarding	5.6	4.6%	98.5%
Skateboarding	9.7	0.4%	52.6%
Hunting with Firearms	19.5	1.6%	14.4%
Aerobic Exercise	29.0	10.4%	10.6%
Hiking	30.5	17.0%	7.7%
Exercise Walking	82.2	5.0%	7.7%
Canoeing	7.6	11.5%	7.1%
Swimming	54.7	-0.2%	-8.2%
Martial Arts	4.2	-18.3%	-14.4%
In-Line Skating	18.8	-2.0%	-29.0%

Source: National Sporting Goods Association



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Table 3
National Youth Participation in Selected Sports
Comparison by Age Group 2001 vs. 1991

Sport	Total Percent Change since 1991 (Ages 7-17)	Total Percent Change since 1991 (Ages 7-11)	Total Percent Change since 1991 (Ages 12-17)
Baseball	-10.2%	-10.7%	-15.4%
Basketball	7.5%	27.8%	-2.4%
Bicycle Riding	-27.7%	-11.9%	-22.3%
Fishing	-6.5%	17.8%	10.9%
Golf	7.7%	32.0%	32.7%
Ice Hockey	21.2%	84.5%	-14.8%
Roller Hockey	51.9%	101.1%	19.4%
Soccer	39.0%	56.8%	7.1%
In-line Skating	163.1%	154.2%	138.6%
Softball	-32.7%	5.4%	-46.6%

Source: National Sporting Goods Association

Table 4
National Recreation Participation of Women in
Selected Sports
Comparison 2002 vs. 1997

Sport	Total Female 2002 (In Millions)	Percent Female 2002	Percent Female 1997	Percent Difference
Martial Arts	1.8	42.8%	36.4%	6.5%
Mountain Biking (Off road)	2.9	37.5%	31.5%	5.9%
Running/Jogging	11.4	46.0%	41.6%	4.4%
Volleyball	6.2	54.5%	51.1%	3.4%
Camping (Vacation/overnight)	26.7	48.1%	46.1%	2.0%
Swimming	29.2	53.4%	52.8%	0.6%

Sport	Total Female 2002 (In Millions)	Percent Female 2002	Percent Female 1997	Percent Difference
Exercising with Equipment	27.1	54.0%	53.7%	0.3%
Exercise Walking	51.6	62.8%	63.1%	-0.2%
Golf	5.8	20.7%	21.5%	-0.8%
Aerobic Exercise	21.3	73.2%	76.3%	-3.1%

Source: National Sporting Goods Association

The above information was compiled by the National Sporting Goods Association's Participation Survey distributed in 2002. The survey found that in 2002, 15.6 million females indicated that they "worked out at a club." This figure represents 54.0% of all those who worked out at clubs.

Other miscellaneous recreational trends noted in the NSGA's 2002 study:

- Ice hockey has had an overall increase of 13.1% since 1991, and participation by children ages 7-11 years old has increased 84.5% in the last ten years.
- Skateboarding continues a steady increase in popularity, and it now includes 9.7 million participants.
- Calisthenics and step aerobics continue to have a steady decline of participants. However, 2002 saw an increase in aerobic exercise, weightlifting, exercise walking, and exercising with equipment.
- Exercise walking continues to be the number one sport Americans participate in, increasing 5.0% from 2001 to 2002.
- Yoga and Tai Chi were introduced to the survey in 2002. Total participation was 7.1 million, with women comprising 79.4% of that total.
- Paintball games rose 24.4% in participation from 2001 to 2002.



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The Baby Boomers Impact on Leisure Services in the United States

The greatest trend found in recreation is not a particular sport but rather a sport participant. Baby boomers, defined as anyone born between 1946 and 1964, consist of 76 million people. By 2005 an estimated 42 percent of baby boomers will be over 50 years of age. Below are statistical data on boomers and implications on recreational services for this influential group.

Demographics of Baby Boomers

- Median income level is \$51,700
- 68% of boomers are married
- Most boomers are well educated, with 50% having at least two years of college
- An estimated 23% of boomers will not be financially prepared for retirement
- With an almost 20 year age gap, it should be noted that baby boomers are a diverse group with regards to social behavior and attitudes

Lifestyle of Baby Boomers

- Known to work hard, play hard, and spend hard
- Place value on exercise and fitness
- Time viewed as a precious commodity
- Less interest in civic engagements (low rate of volunteerism)
- Do not associate with being "old"
- Retirement viewed as "mid-life"
- Tend to participate in more individualized activities rather than group events

Implications of Baby Boomer Trends for Recreation Programs

- Increased demand for well-equipped fitness centers
- Movement away from "senior" related programs such as bridge and shuffleboard since many boomers associate these with being "old"
- Swimming pools better utilized by programs like water walking, water aerobics, and active lap swimming
- Increased demand for on-going educational classes to create life-long hobbies
- Increased interest in computer courses from basic application to Web site design

- Length and timing of programs should be compressed
- Workshops preferable to six- or eight- week classes, weekend and night classes popular
- Increased interest in outdoor recreation and maintaining parks and open space
- Continued interest in arts and entertainment

Programming for Baby Boomers

It is important to realize that baby boomers have no intention of "slowing down" in retirement. Many will work part-time, change careers, or create new businesses during this time. Recreation services offered to this age group must be customized to suit each individual need for:

- Self-fulfillment
- Healthy pleasure
- Nostalgic youthfulness
- Individual escape

Table 5

Recreation Activities for Adults 55 and Older Based on Frequent Participation 2002

Activity	Days Per Year	Participants
Fitness Walking	100 +	6,515,000
Stretching	100 +	4,107,000
Treadmill Exercise	100 +	3,887, 000
Golf	25 +	3,646,000
Freshwater Fishing	15 +	1,903,000
R.V. Camping	15 +	1,736,000
Lifting Free Weights	100 +	1,735,000
Bowling	25 +	1,725,000
Day Hiking	15 +	1,545,000
Weight/Resistance Machines	100 +	1,513,000
Stationary Cycling	100 +	1,298,000
Running/Jogging	100 +	870,000

Source: American Sports Data, Inc



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The above information was taken from the Superstudy of Sports Participation conducted by American Sports Data, Inc. in January 2002. Information was gathered by a mail panel resource of 25,000 households with a 58.7% response rate and reprinted by the Sporting Goods Manufacturers Association.

Recreation Programming and Leisure Trends

- More women than men participate in fitness programs outside the home.
- Americans have less leisure time than 5 years ago, but recognize the intrinsic and extrinsic value of recreation and leisure more than ever.
- The greater the household income, the more likely that members started a new recreational activity in the last year, and patronized public parks and recreation services.
- Participation in structured programmed activities has decreased.
- Americans are participating in less of a variety of activities.
- Currently, opportunities for park and recreation participation are greater in mid-sized cities, as opposed to smaller or larger cities.
- Americans spend more than \$300 billion on recreation annually.
- The average recreation fee that people are willing to pay is slightly over \$12. However, the more satisfied they are with the experience, the more they are willing to pay.
- Choices for recreational activities continue to grow with malls, school activities, entertainment centers (Dave and Buster's, Adventure Golf, etc.), movie complexes, IMAX, skate parks, etc.
- Parks and Recreation Departments compete directly for recreation dollars with private offerings (health clubs, country clubs, etc.), amusement parks, hobby clubs, and travel and tourism.
- Many homes today are designed as central entertainment centers with televisions, computers, home fitness equipment, workshop and hobby areas, etc.
- On average, Americans watch more than four hours of television a day.
- People have less unstructured time, so length of programs and sessions should be reduced.
- Activities are moving towards unstructured, individual, and drop-in programs.
- Information technologies allow for the design and customizing of recreation and fitness activities (reducing the need for a "standard package").
- People are moving away from teams to more individual activities.
- Increasing demand for self-directed activities, with less reliance on instructors and more flexible timing.
- Increased demand for family programs and more programs for girls and women.
- Increased pressure to open traditional male sports to females.
- More activities are being adapted for disabled participants. Programs should strive to be "universally" accessible.
- Fitness and wellness are viewed as a lifestyle that stresses the integration of mental, physical, and spiritual well-being.
- Recreation agencies are forming strategic alliances with health, social services, and educational agencies to offer more comprehensive health and wellness assistance.
- Programs need to encompass a whole "experience," as people look to add quality to the basic recreation activity with depth, self-fulfillment, and self-expression.
- People desire quality over quantity - a first class experience in the form of excellent customer service, programs, and facilities.
- Program focus is on quality over quantity, intergenerational activities, pricing, services to benefits and programs that are shorter in length to accommodate changing lifestyles of today's families and households.
- Roller Sports: Activities targeted to inline skating, hockey, skateboarding, BMX tracks and cycling.
- Senior programs: Focus is on providing different levels of senior services by targeting generations, 50-60, 60-70, 70-80 and 80+ programs. Each ten-year target group has separate needs and abilities. Most seniors feel 15 years younger than they are and programs need to reflect that same attitude.
- Family Programs: Parents and children participate in activities together versus the parent observing the child. Programs include sports, arts, special events, wellness and fitness, trips, outdoor and environmental programs, aquatics, high-end computer games, and life skill courses.
- Teen Services: Provide after school, evening and weekend social spaces for music, dancing,



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computer games, computer learning, places to hang out and co-ed activities.

- Outdoor Adventure: Programs in canoeing, sailing, fishing, kayaking, white water rafting, rock climbing, mountain biking, camping and skateboarding.
- Sports Development Programs: Targeted to skill camps, tournaments, and specialty leagues for youth, teens and adults. Co-ed programs for teens in soccer, softball, basketball and volleyball are very popular. Older adults' sports are very popular and should also be segmented by age groups. Women and girls sports are growing exponentially. With the advent of more professional women's sports teams and media coverage of women's sports, the opportunities are growing to offer these same types of sports and skill development programs to the communities.

Program Management Trends

- Agencies across the U.S. are increasing revenue production and cost recovery.
- Level of subsidy for programs is lessening and more "enterprise" activities are being developed, thereby allowing subsidy to be used more appropriately.
- Agencies are hiring consultants for master planning, feasibility, and strategic/policy plans.
- Recreation programmers and administrators are being involved at the beginning of the planning process.
- Information technology allows for tracking and reporting.
- Pricing is often done by peak, off-peak, and off-season rates.
- More agencies are partnering with private, public, and non-profit groups.
- The current national trend is toward a "one-stop" facility to serve all ages. Large, multi-purpose regional centers help increase cost recovery, promote retention, and encourage cross-use.
- Organization is structured away from specific geographic units into agency-wide sections for athletics, youth/teen sports, seniors, facilities, parks, planning, etc.

Trend Sources: Sporting Goods Manufacturers Association, GreenPlay LLC, Roper Research, Leisure Vision, EDAW, Inc., NRPA, Leon Younger and PROS,

NSGA, John Crompton Publications, and *Athletic Business*.

PROGRAM AREA: SPECIAL EVENTS

Description

The Special Events program area includes program opportunities such as the Red, White, & Bluefest, Concert In The Park series, EGGStravaganza in the Park, Holiday Tree, and Boo Bash. The special events take place at Oyster Creek Park, Eldridge Park and at Town Square Plaza.

There are approximately 55,000 participants per year in the special events program area. The special events are considered core programs for the Sugar Land Parks and Recreation Department as they are looked upon by the community for these types of events and it exposes the parks to the public. The special events are spread out throughout the year with the prime season being summer. The citizen survey results demonstrate very good public support for more special events.

Program Lifecycle

Introduction = new program, little to no profitability

Take-off = rapid participation growth, sharp revenue increases

Mature = moderate to slow participation growth

Saturated = minimal to no participation growth

Decline = declining participation rates

Red, White, & Bluefest – Take-Off

Concert In The Park series – Take-Off

EGGStravaganza in the Park - Mature

Holiday Tree - Intro

Boo Bash - Saturated

Market Assessment

The target market for the special events is for all people of all ages and particularly families. Some events such as the Easter and Halloween events focus on children with parents observing. The Concert Series and Red, White, & Bluefest is tailored for an adult and young adult crowd with the kids included although the children may not be as interested in the music as visiting the park.



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Participation Trends

The participation numbers for the special events program area have grown over the last few years. The future trends in special events is to create an atmosphere for the baby boomers and younger adults where there is a social element involved that will interest the largest growing demographic age group.

Other Service Providers

Although there are a few other entities that have special events in Sugar Land, there really are no other entities that have the same type of events in the parks like the Sugar Land Parks and Recreation Department.

Market Share

The Sugar Land Parks and Recreation Department has a large portion of the special events market share primarily based on the unique opportunities to have these types of events in the parks.

Facilities and Amenities

Oyster Creek Park is absolutely a great park for special events. As a gem in the park system, it appears most of the community knows where it is located and is very well utilized on a daily basis. During special events, the park has the capacity to hold the crowds and the surroundings are wonderful. The EGGStravaganza at Eldridge Park works very well as it is a great use and location for that event.

Capital Improvement Needs

The capital improvement needs have been addressed in other park master plans and those issues include parking at Oyster Creek Park and a covering for the amphitheatre. The Easter event at Eldridge Park doesn't seem to need any capital improvements, as it is a great wide-open park with a community center and shelter for that event.

Staffing Assessment

Currently there is sufficient recreation staff to operate the special events although the number of park staff is really stretched and pulled away from day to day duties to help with the special events. Any addition of new special events needs to be looked at for additional park

staff as well as a dedicated recreation staff member to be responsible for the special events. A volunteer program would alleviate the demands on staff.

Marketing

Currently the special events are marketed through individual flyers, three times a year in the Brochure, newspaper ads, website, press releases, HOA newsletters, school newsletters and Bill Heard Chevy Sign. These are very effective marketing avenues for a city the size of Sugar Land.

New marketing ideas could include some radio spots on popular stations, some cable television spots, and movie theater previews that could advertise the upcoming special events.

All promotions should be tracked at registration to record how the participant learned about the program. This will track the success of the advertising dollars and efforts to determine which marketing avenues are most cost effective and those that are not drawing the participants into the programs.

Mechanisms for Customer Input

A continuous improvement plan should be implemented to respond to the customer's concerns and ideas. This could include pre-participation surveys to record the expectations of the participant and a post-participation survey that each instructor asks each participant to fill out at the last class. These can then be compared to see if the customer's expectations were met, exceeded, or not met. A proactive approach to customer input is much better and easier to deal with than waiting for complaints, which is a reactive approach.

Customer Service Practices

The Sugar Land Parks and Recreation Department implemented "PATH Improvement: A Proactive Approach To Hospitality", an ongoing customer service training program for the staff in 2003. The department-wide training program should be continued as an ongoing, in-house training to ensure that everyone is practicing the type of customer service the Sugar Land Parks and Recreation Department is known for and supports. This type of training program is particularly helpful and cost effective with seasonal staff.



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Partnerships

The current partnerships in the special events area include the First Colony Lions Club for refreshments at the Concerts In The Park series, and the First Colony Community Association provides dollars for Red, White and Blue Fest. Other partnership opportunities may include the business community, the schools, the Convention and Visitors Bureau, the Chamber of Commerce, HOA and churches.

Volunteer Program

The special events area currently utilizes volunteers and utilized volunteers for approximately 2175 hours in 2003. Volunteers are recruited through letters to the schools, the Sugar Land Parks and Recreation Website, and the senior newsletter.

Strengths

- Quality of Program Staff, Park Staff, and Volunteers
- Quality of Park Facilities
- Community Support for Special Events

Weaknesses

- Small Size of Park Staff to assist with Special Events
- Recreation Staff has additional program responsibilities that limits the number of Special Events per year
- Small Marketing Budget for Media Advertising of Special Events

Opportunities

- Utilize additional parks as locations for Special Events
- Media Promotions for Special Events
- Additional Grants, Partnerships and Sponsorships for Special Events if there was a staff person dedicated to solicit these earned income opportunities.
- Volunteer program

Threats

- Over utilization of some parks

- Too many events of the same type might saturate the market if non-residents do not attend the events

Summary and Recommendations

The special event program offerings are limited based on the small Park and Recreation staff. The growing number of participants demonstrates the support from the community and the support to have additional special events in the parks as a core program. Additional Parks and Recreation staff may be necessary to meet the expectations of the public for first class special events. Another alternative would be to outsource future events to community service organizations and/or private sector leisure service providers.

Customer feedback should be proactively solicited and tracked to record and implement a continuous improvement cycle for each special event and to gain ideas for additional special events. The evaluations should reflect the standards of the department to be graded.

Performance measures and standards such as facility standards, customer satisfaction ratings, cost per experience, customer retention, cleanliness, friendliness, knowledge, experience, etc. should be developed and implemented for special events.

Recreational programming trends need to be evaluated prior to each program cycle to implement new, innovative special events that determine the niche market that sets Sugar Land Parks and Recreation Department apart from the rest of the agencies in the area. The growing market segments such as the baby boomers and seniors need to be challenged to try new programs and ideas to see if they like them and will support them.

PROGRAM AREA: SENIORS

Description

Senior program area includes program opportunities such as the Bridge, Canasta, Mah Jong, Cards, Dominoes, Bingo, Bunco, Cards, Movies, Walking Club, Line Dancing, Arts and Crafts, Table Tennis,



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Movies, AARP, Pot Luck Lunches, Trips, Guest Speakers, Field Trips, and Special Events. The senior programs take place at the Sugar Land Senior Center located at 200 Matlage Way. The hours of operation for the Sugar Land Senior Center are Monday through Friday 8:00am to 5:00pm.

There are approximately 11,500 participants per year in 2003 in the senior program area with a very stable attendance over the last couple of years. The Sugar Land Senior Room is open year round to area citizens over the age of 50.

The citizen survey indicates tremendous support and need for a senior center.

Program Lifecycle

Introduction = new program, little to no profitability

Take-off = rapid participation growth, sharp revenue increases

Mature = moderate to slow participation growth

Saturated = minimal to no participation growth

Decline = declining participation rates

Senior Programs – Take-Off

Dances – Take-Off

Market Assessment

The target market for the senior program area is for all people 50 years of age and up. Most participants are well beyond 50 years old.

Participation Trends

The participation numbers for the senior program area and the Sugar Land Senior Center continue to grow each year. The size and lack of amenities of the facility limits the number of participants at the Senior Center and is over capacity. If the facility was larger, it could hold more participants and using the multi-purpose rooms next door at the Sugar Land Community Center helps for many activities as the Senior Center is quite small.

Trends demonstrate that the 50-60 year old age segment does not want to participate in the traditional senior adult type of activities and alternative type of programs must be marketed to the baby boomers.

The future trends in senior programming is to create an atmosphere for the baby boomers where there is a social element involved and the Sugar Land Senior Center becomes a popular place to meet other people of their same age and interests.

Other Service Providers

There are no other service providers in Sugar Land for senior programming with the exception of the Bayland Community Center and West University Place that both offer senior trips and outings. Both options are located in Houston, a fair distance from Sugar Land.

Market Share

The Sugar Land Parks and Recreation Department appears to have most of the senior program market share primarily based on the Senior Center as well as the type of programs offered. Based on today's standards, the Sugar Land Senior Citizen's area is drastically undersized and does not have the type of amenities the senior community needs and wants. These factors eliminate much of the target market within the City of Sugar Land.

Facilities and Amenities

The Sugar Land Senior Citizen's area is drastically undersized compared to the other senior opportunities for the public in other comparable cities. The quality of the senior programs is excellent although limited due to the facility restraints. The multipurpose rooms and kitchen are wonderful amenities at the Sugar Land Community Center but need to be shared with all the other activities as well as rentals. This limits the use by the seniors on a regular basis.

Scheduling of the senior programs is limiting due to the small capacity of the facility and shared use of the program space. Some of the senior programs could be improved to enhance additional seniors to socialize with while improving the overall participation numbers of seniors within the same age brackets that enjoy doing the same type of activities.

Capital Improvement Needs

A Senior Citizen Center is needed that contains some dedicated program space such as a craft room with a firing kiln, a large multi-purpose room with a dance



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floor and stage that will hold 100+ people, a lounge, a library, full size kitchen, coffee bar, computer room, and several multi-purpose rooms.

Staffing Assessment

Currently there is sufficient staff to operate the Sugar Land Senior programs although if additional programs, programming space and/or a senior center with additional dedicated program space are added, additional staff or sharing of staff will be necessary.

Marketing

Currently the senior programs are marketed through the Senior Sweet Notes, individual flyers, three times a year in the Brochure, newspaper ads, website, and press releases. These are very effective marketing avenues for a city the size of Sugar Land and seniors seem to know where to look for the information.

New marketing ideas could include some radio spots on popular stations, some cable television spots, and presentations to some of the area organized groups such as retired executives. These types of promotions will assist in attracting the baby boomers to the senior programs.

All promotions should be tracked at registration to record how the participant learned about the program. This will track the success of the advertising dollars and efforts to determine which marketing avenues are most cost effective and those that are not drawing the participants into the programs.

Mechanisms for Customer Input

Currently there are performance measures in place and surveys are distributed to receive customer feedback. A continuous improvement plan should be implemented to respond to the customer's concerns and ideas creating a proactive approach to customer service.

Customer Service Practices

The Sugar Land Parks and Recreation Department implemented "PATH Improvement: A Proactive Approach To Hospitality", an ongoing customer service training program for the staff in 2003. The department-wide training program should be continued as an

ongoing, in-house training to ensure that everyone is practicing the type of customer service the Sugar Land Parks and Recreation Department is known for and supports. This type of training program is particularly helpful and cost effective with seasonal staff.

Partnerships

The current partnership in the senior program area is with the Fort Bend Senior Citizens through in-kind services and a couple of senior living facilities that provide monetary support. There are several sponsorships in place rather than true partnerships. Other partnership opportunities may include the business community, drug stores, travel clubs, investments clubs, volunteer agencies and churches.

Volunteer Program

The senior program area utilized 566 volunteers in 2003. Volunteers are recruited through the Sugar Land Parks and Recreation Website, and the senior newsletter.

Strengths

- Quality of Program Staff, Instructors and Volunteers
- Quality of the Sugar Land Community Center
- Companionship
- Local Place to go

Weaknesses

- Small size of the Sugar Land Senior Program area
- Lack of amenities
- Lack of dedicated space for Senior Programs
- Other scheduled activities at the Sugar Land Community Center
- Inability to continue to grow at the same location
- Limited number of programs offered

Opportunities

- Build a senior center specifically designed for older adults in an area of Sugar Land that has a high concentration of senior citizens.
- Relocate specific senior programs into a new Recreation Center with new, larger amenities such as wood floor gymnasium, floating wood floor



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aerobics room, walking track, multi-purpose classrooms, etc.

- Ability to offer different type of senior programs at the same time to attract younger senior participants
- Ability to continue to grow the senior market and add the baby boomers

Threats

- Not addressing the facility issue for senior programs

Summary and Recommendations

The senior program offerings are limited based on the small, inadequate facility. The growing number of participants demonstrates the capacity of the current facility will no longer house the senior programs. A Senior Citizens Center should be built or dedicated to meet the growing needs of Senior Citizens.

Customer feedback should be proactively solicited for each program and tracked to record and implement a continuous improvement cycle for each special event and to gain ideas for additional special events. The evaluations should reflect the standards of the department to be graded.

Performance measures and standards such as facility standards, customer satisfaction ratings, cost per experience, customer retention, cleanliness, friendliness, knowledge, experience, etc. should be developed and implemented for special events. This would demonstrate the need for a new, larger senior center.

Recreational programming trends need to be evaluated prior to each program cycle to implement new, innovative senior programs that determine the niche market that sets Sugar Land Parks and Recreation Department apart from the rest of the agencies in the area. The growing market segments such as the baby boomers and seniors need to be challenged to try new programs and ideas to see if they like them and will support them.

PROGRAM AREA: OPEN GYM

Description

The Open Gym program area barely exists due to the lack of availability of school gymnasiums for after school programs, open gym, or summer programs with limited exception of the Fort Bend School District facilities. The citizen survey demonstrates tremendous support for a recreation center that could accommodate additional gymnasiums for the Sugar Land Parks and Recreation Department to program.

Program Lifecycle

Introduction = new program, little to no profitability

Take-off = rapid participation growth, sharp revenue increases

Mature = moderate to slow participation growth

Saturated = minimal to no participation growth

Decline = declining participation rates

Open Gym – Decline

Market Assessment

The target market for the open gym program area is for all school age children. The number of participants varies quite a bit and on most days at the various sites, there are very few participants.

Participation Trends

The participation numbers for the open gym program area are very low and have not seen a substantial increase in growth in the last few years. The drop-in, unorganized format allows the participants to come when they want rather than having a scheduled game to attend. This type of a format increases the chance for low participation for the resources devoted to the program. Plus with the inconsistent availability of gym space at the schools individuals are unsure when facilities are available adding to low usage.

The trend in this type of programming is to create a recreational intramural program for each type of sport such as basketball and volleyball for those participants wanting to participate in a recreational, non-competitive league. In an intramural program, the attendance stabilizes as the participants are actually on a team with a game schedule. Most intramural programs have an organizer but the teams coach themselves very similar to the drop-in style program.



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Competition / Market Share

Even with the recent opening of Lifetime Fitness, open gym availability and gym programs are virtually untapped. There is a tremendous need for gym space in Sugar Land.

Facilities and Amenities

When available the open gym program utilizes various school gymnasiums in Fort Bend Independent School District. The program seems to get cancelled quite a bit if the schools have another engagement in the gym and the Sugar Land Parks and Recreation Department loses some credibility with the program participants. The facilities are somewhat unreliable and the Parks and Recreation Department has no control over the situation.

Capital Improvement Needs

With the scenario of building a new recreation center with gymnasiums, the Sugar Land Parks and Recreation Department could become the home of the open gym program and be in control of the facility as well as the times the program is offered without the chance of cancellation. A study has been completed recently that demonstrates the community need and support for a recreation center operated by the City of Sugar Land.

Staffing Assessment

Currently there is sufficient seasonal staff to operate the open gym programs. If the open gym programs were moved to a Parks and Recreation facility in the future, it would take less resources to operate this type of program, as it would take place in a facility owned by the City where staff costs would be much less.

Marketing

Currently the open gym programs are marketed through school flyers, in the Seasonal Brochure, newspaper ads, website, and press releases. These are very effective marketing avenues for a city the size of Sugar Land and the public seems to know where to look for the information.

All promotions should be tracked at registration to record how the participant learned about the program. This will track the success of the advertising dollars and efforts to determine which marketing avenues are most cost effective and those that are not drawing the participants into the programs.

Mechanisms for Customer Input

Currently there are performance measures in place and surveys should be distributed to receive customer feedback. A continuous improvement plan should be implemented to respond to the customer's concerns and ideas.

Customer Service Practices

The Sugar Land Parks and Recreation Department implemented "PATH Improvement: A Proactive Approach To Hospitality", an ongoing customer service training program for the staff in 2003. The department-wide training program should be continued as an ongoing, in-house training to ensure that everyone is practicing the type of customer service the Sugar Land Parks and Recreation Department is known for and supports. This type of training program is particularly helpful and cost effective with seasonal staff.

Partnerships

The current partnership in the open gym program area is with the schools for use of their gymnasiums. This partnership provides in-kind services rather than dollars. The unreliable schedule of the schools is having a negative impact on the open gym program. The Mr. Wood gymnasium is no longer available based on the closing of the facility.

Volunteer Program

Currently, there are no volunteers involved in the open gym program. If the program were modified into an intramural program, the use of volunteers would help keep the resources to a minimum for the Sugar Land Parks and Recreation Department.



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Strengths

- Good after school activity for children
- Located at the schools where participants are already located
- Positive program for children that have parents at work

Weaknesses

- Unreliable schedule of the school gymnasiums
- Inconsistent and low participation numbers
- High cost per participant ratio

Opportunities

- Create a binding no cancellation policy with the schools
- Modify the open gym program into an intramural program with participants forming their own teams and play scheduled games after school
- Build gymnasiums in a Parks and Recreation owned recreation center where the schedule can be controlled

Threats

- Discontinuing the program will reduce the number of positive activities for children after school
- The continued cancellation of gymnasium time is a negative reflection on the Sugar Land Parks and Recreation Department

Summary and Recommendations

Create a recreational intramural program for each type of sport such as basketball and volleyball for those participants wanting to participate in a recreational, non-competitive league. In an intramural program, the attendance stabilizes as the participants are actually on a team with a game schedule. Most intramural programs have an organizer but the teams coach themselves very similar to the drop-in style program.

Building a new recreation center with gymnasiums would create a reliable home for the open gym program and the Sugar Land Parks and Recreation Department would be in control of the facility as well as the times the program is offered without the chance of

cancellation. A study has been completed recently that demonstrates the community need and support for a recreation center operated by the City of Sugar Land.

A continuous improvement plan should be implemented to respond to the customer's concerns and ideas promoting a proactive approach to customer service.

Performance measures and standards such as program standards, customer satisfaction ratings, customer retention, cleanliness, friendliness, knowledge, experience, etc. should be developed and implemented department-wide for all program areas.

Recreational programming trends need to be evaluated prior to each program cycle to implement new, innovative programs that determine the niche market of each program area.

PROGRAM AREA: AQUATICS

Description

The Sugar Land Parks and Recreation Department operates the Municipal Pool located in City Park at 7th and Wood Streets. The pool was built in 1966 and has outlived its useful life as a swimming facility. Pools typically have a life expectancy of 20 – 25 years. The traditional pool opens for the season each Memorial Day weekend and remains open through Labor Day weekend. The hours of operation are Tuesday through Fridays from 12:00pm to 7:00pm daily and 11:00am to 8:00pm on the weekends and July 4th. General Admission is \$1 and .50 after 5:00pm. Season Passes are \$20 for Individuals and \$45 for Families. A 30-Day Pass is \$10 for Individuals and \$20 for Families.

Swim Lessons are offered at the pool during four sessions throughout the summer. Swim Lessons are taught by certified National Safety Council Learn to swim instructors. The cost for Swim Lessons is \$40 for eight lessons. All lessons are 45 minutes in length with the exception of infant, toddler, and pre-school lessons.

The citizen survey indicates support for an aquatic center in Sugar Land.



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Program Lifecycle

Introduction = new program, little to no profitability
Take-off = rapid participation growth, sharp revenue increases
Mature = moderate to slow participation growth
Saturated = minimal to no participation growth
Decline = declining participation rates

Open Swim – Saturated
Swim Lessons – Saturated

Market Assessment

The target market for the pool is for all people of all ages focusing on the families within a few mile radius of the pool in the economically challenged demographic of Sugar Land. The Swim Lesson target market is youth and adults residing in this portion of Sugar Land.

Participation Trends

The participation totals for the Municipal Pool are extremely low, have varied throughout the years with a significant drop in 2003 from the previous four years due to inclement weather.

YEAR	TOTAL PARTICIPANTS
2003	4870
2002	6429
2001	5859
2000	5822
1999	5193
1998	4521
1997	3776
1996	6675

Traditional pools no longer meet the standards and expectations of the public since the leisure pools have set the standard for many years. Participants tend to get bored quickly in a traditional pool where the leisure pools will hold interest of entire families and age groups much better, increasing attendance and revenue.

Swim Lessons are at the saturated point of the program life cycle and have remained steady the last

few years due to capacity levels of the areas to teach. The addition of the leisure components will also allow more teaching area for swim lessons as well and special programs such as water walking and water jogging.

Other Service Providers

Other pools in the Sugar Land area include the New Territory pools; the First Colony pool; some fitness centers; HOA's; YMCA, and FBISD natatorium. Most of these are competitive, traditional pools with possibly a water slide feature but would not be considered a leisure aquatic center.

Market Share

The market share for the Municipal Pool attracts mostly residents from the immediate area and has 100% of that market share. Most residents of Sugar Land have pool facilities operated by their Home Owners Associations.

Facilities and Amenities

The Municipal Pool is in need of major repair and renovations. The needed renovation should include some leisure aquatic components to attract more usage for the investment.

The standard in aquatic facilities is to build a fun, leisure type facility with state of the art amenities that the public will support. The citizens of Sugar Land travel to other cities to these types of facilities. Leisure pool components such as zero depth, water slides, water play features, lazy rivers, etc. are the norm in aquatic facilities today. Implementing leisure pool components that are not available in large scale in Sugar Land would drastically increase the participation levels wherever these leisure pools are located.

Capital Improvement Needs

All Sugar Land residents would benefit and utilize a leisure aquatic center as there are none in the Sugar Land area. A feasibility study to determine the needs, amenities, and support for a leisure aquatic center is recommended. If it is determined that an aquatic study is required, the City will implement a study independent from FCCA.



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Staffing Assessment

Currently there seems to be sufficient staff to operate the Municipal Pool and the programs and services.

Marketing

Currently the Municipal Pool and swim lessons are marketed through individual brochures, the seasonal brochure, newspaper ads, and on the website. These are very effective marketing avenues for a city the size of Sugar Land.

New marketing ideas could include promotional pricing such as buy one admission get one free, late night events for teens, radio spots, cable television spots, and discounts for softball/baseball teams and their families in Sugar Land for tournaments.

All promotions should be tracked at registration to record how well the promotion works. This will track the success of the advertising dollars and efforts to determine which marketing avenues are most cost effective and those that are not drawing the participants.

Mechanisms for Customer Input

Currently there are performance measures in place and surveys that are distributed to receive customer feedback. A continuous improvement plan should be implemented to respond to the customer's concerns and ideas creating a proactive approach to customer service.

Customer Service Practices

The Sugar Land Parks and Recreation Department implemented "PATH Improvement: A Proactive Approach To Hospitality", an ongoing customer service training program for the staff in 2003. The department-wide training program should be continued as an ongoing, in-house training to ensure that everyone is practicing the type of customer service the Sugar Land Parks and Recreation Department is known for and supports. This type of training program is particularly helpful and cost effective with seasonal staff.

Partnerships

There are no current partnerships utilized at the Municipal Pool.

Volunteer Program

Currently, there are no volunteers involved at the Municipal Pool.

Strengths

- Quality of Aquatic Staff and Instructors
- Location of pool near lower economic sector of Sugar Land and fewer HOA pools

Weaknesses

- Pool is in need of repair or renovation
- Older Traditional Pool
- Lack of Leisure Pool Components such as zero depth entry, waterslides, water play features, etc.

Opportunities

- Renovation of the Municipal Pool into a leisure aquatic center as there are none in the Sugar Land area.
- Seek partnerships to expand aquatic opportunities such as HOA's and private leisure providers.
- A feasibility study to determine the needs, amenities, and support for a leisure aquatic center is recommended.
- Ability to offer different type of aquatic fitness programs and swim lessons at the same time to attract family and multi-generational participants.
- Additional marketing locally and in surrounding cities will increase participation and decrease cost per experience

Threats

- Leisure aquatic centers are needed in other parts of Sugar Land
- A newly renovated leisure pool will become more than a neighborhood pool and may be overcrowded



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Summary and Recommendations

The aquatic program area needs to implement more variety of programs and to a variety of age groups particularly during the non-prime times of the facility. To be able to offer these types of programs the pool needs to be enlarged to provide more water area where additional swim lessons can be offered. Some of the programs that can be implemented such as Water Walking, Water Jogging, Water Aerobics, additional Swim Lessons, etc. can be offered to young adults, baby boomers, seniors, and middle-aged adults to promote lifelong fitness through aquatics. The growing market segments such as the baby boomers and seniors need to be challenged to try new programs and ideas to see if they like them and will support them.

Building a new leisure pool or renovating the existing pool into a leisure pool is needed to maintain the standards of state of the art facilities in Sugar Land. This will revitalize the aquatic market in Sugar Land and increase the participation levels of the facility. A feasibility study for a leisure pool is recommended to determine the need and support of the community.

A continuous improvement plan should be implemented to respond to the customer's concerns and ideas promoting a proactive approach to customer service.

Performance measures and standards such as program standards, customer retention, cleanliness, friendliness, knowledge, experience, etc. should be developed and implemented department-wide for all program areas.

Recreational programming trends need to be evaluated prior to each program cycle to implement new, innovative programs that determine the niche market of each program area.

PROGRAM AREA: LEISURE CLASSES

Description

The Leisure Classes program area includes Tai Chi, Ballet/Flamenco, Line Dancing, Fencing, Jazzercise, Karate, Yoga, Scrapbooking, Self Defense, Modeling, Dog Obedience, Pronunciation, Financial Planning, College Funding, Estate Planning, and Music.

The Leisure Class programs take place at the Sugar Land Community Center, the Eldridge Community Center, and the Lost Creek Community Center.

The First Colony Community Association in cooperation with the Sugar Land Parks and Recreation Department offers some leisure classes. Some of these classes include Manners Class For Boys, Spanish for Kids, Red Cross Babysitting, Water Aerobics, Pilates, Heart Healthy Eating, Yoga/Meditation, Exploring The Arts, Beginning Guitar, Watercolor, Tennis Lessons, Middle Age Crazy, Spanish Tutoring, Mad Science Camp, Swim Lessons, Karate, Gymnastics, Tumblin' Tots, Tap/Ballet/Jazz, Art For Kids, Kindermusik, Social Ballroom Dance, Country/Western Dance, Salsa/Merengue Dance, Golf Lessons, and CPR Certification.

There were 1,656 participants in leisure classes in 2003. The citizen survey indicates the public support and need for more leisure classes and a recreation center to host the programs

Program Lifecycle

Introduction = new program, little to no profitability
Take-off = rapid participation growth, sharp revenue increases
Mature = moderate to slow participation growth
Saturated = minimal to no participation growth
Decline = declining participation rates

Leisure Classes – Introduction

Market Assessment

The target markets for the leisure program area are: Youth, Teens, Adults, Families and Seniors

Participation Trends

The participation numbers for the leisure classes' program area are limited based on the number and availability of facilities. The number of leisure class opportunities offered for a city the size of Sugar Land is extremely low. The fast growth of Sugar Land and the potential future annexations indicate that many additional leisure program opportunities need to be fulfilled by the Sugar Land Parks and Recreation Department. Participation numbers and revenue will



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increase with additional leisure class opportunities and additional classes will be able to be offered with more program space available. Recreation program gaps can be met through contractual agreements and community partnership opportunities and not necessarily through additional city personnel. The implementation of the City's User Fee Ordinance will ensure sound fiscal management.

The main program facility for the leisure classes is the Sugar Land Community Center. So many groups and rentals utilize the center; it is difficult to be able to put all the leisure class opportunities into the center. Additional multi-purpose program space is drastically needed to be able to offer the number of leisure classes the community would like to see the Sugar Land Parks and Recreation Department offer.

The future trends in leisure program areas are to create an atmosphere for the baby boomers and younger adults where there is a social element involved and the class subject matter is interesting, challenging and educational. Many potential participants work during the day and need the vast majority of the leisure classes to be offered in the evening and weekends, when they are not at work. The limited number of leisure classes offered when the public is not typically at work effects the number of participants tremendously.

Other Service Providers

The main sources of other service providers are the First Colony Community Association, Leisure Learning Unlimited, Fort Bend YMCA, and the Wharton County Junior College-Kid's College. Home Owners Associations offer numerous leisure classes to the homeowners within their association.

There are several other service providers in Sugar Land in the martial arts program area such as Aero Jaz Defense, The Dharma Center, Houston Ki Aikido, Olympic Tae Kwon Do, Safety America Karate, Sugar Land Tae Kwon Do, Traditional Karate-Do Goyu-Ryo, Ultimate Force Martial Arts, and Vovinam Martial Arts. These would be great partners to offer introductory martial arts programs with utilizing their instructors and possibly offering Sugar Land Parks and Recreation Classes at their locations.

There are a few other service providers in Sugar Land in the dance program area such as Bill Austin's Academy of Dance, Fort Bend YMCA, First Colony Community Association, City Dance Studio, Leisure Learning Unlimited, Wharton County Junior College-Kid's College, and Sugar Land Dance Center. These would be great partners to offer introductory dance programs with utilizing their instructors and possibly offering Sugar Land Parks and Recreation Classes at their locations.

Market Share

The Sugar Land Parks and Recreation Department has a very low percentage of the leisure class program market share based on the limited amount of classes offered and the limited number of classes offered during the peak time that most citizens could attend classes.

The ability to grow the market share in leisure class programming is to find the niche interests and peak times of the community that generally will not frequent the other service provider's programs based on the age and mobility of the participants that frequent the other entities. Partnering with other service providers to develop introductory programs that can feed participants into their organization will develop a win-win situation for both parties. These are known as "feeder" programs and can assist the other service providers with a positive partnership view of the public as well as additional promotions for their business.

Facilities and Amenities

The Sugar Land Community Center, the Eldridge Community Center, and the Lost Creek Community Center are over utilized by the public and therefore are not good options to offer the leisure classes during the prime time for the community to attend. These centers are mostly utilized for rental opportunities, senior programming, sport association activities, etc. and the leisure classes get the remaining time that is non-prime time for the public to attend classes.

The leisure class programs need to utilize some other service provider's facilities through partnerships. A recreation center needs to be developed to be able to house the programs and offices of the Sugar Land Parks and Recreation Department.



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Capital Improvement Needs

A new recreation center with gymnasiums, multi-purpose rooms, classrooms, fitness rooms, dance room, arts/crafts rooms, staff offices, walking track, program space, game room, etc. needs to be built so the Sugar Land Parks and Recreation Department can program for the community instead of programming in the current space at the non-prime times for the activities. A feasibility study for a leisure pool is recommended to identify the recreational aquatic program needs of the residents.

Staffing Assessment

Parks and Recreation personnel should focus on filling the recreation program gaps in the community, set standards and expectations and develop contractual agreements and partnership opportunities.

Marketing

Currently the leisure classes are marketed through school flyers, in the Seasonal Brochure, newspaper ads, website, and press releases. These are very effective marketing avenues for a city the size of Sugar Land and the community seems to know where to look for the information.

Additional marketing ideas include radio spots on the target audience popular radio stations and cable television spots.

All promotions should be tracked at registration to record how the participant learned about the program. This will track the success of the advertising dollars and efforts to determine which marketing avenues are most cost effective and those that are not drawing the participants into the programs.

Mechanisms for Customer Input

Currently there are performance measures in place and surveys should be distributed to each class participant so receive accurate customer feedback. A continuous improvement plan should be implemented to respond to the customer's concerns and ideas in a proactive approach to customer service.

Customer Service Practices

The Sugar Land Parks and Recreation Department implemented "PATH Improvement: A Proactive Approach To Hospitality", an ongoing customer service training program for the staff in 2003. The department-wide training program should be continued as an ongoing, in-house training to ensure that everyone is practicing the type of customer service the Sugar Land Parks and Recreation Department is known for and supports. This type of training program is particularly helpful and cost effective with seasonal staff.

Partnerships

Currently the Sugar Land Parks and Recreation Department offers some leisure classes in cooperation with the First Colony Community Association and through contractual agreements. Partnering with other service providers to develop niche program areas fill gaps in services and introductory programs that can feed participants into their organization will develop a win-win situation for both parties. These are known as "feeder" programs and can assist the other service providers with a positive partnership view of the public as well as additional promotions for their business (i.e. Skate Park, BMX track, etc.). The leisure class programs need to utilize some other service provider's facilities and instructors through partnerships to best serve the community. Agreements should take into consideration city user fee policy adopted by City Council. Agreements should be equitable to all parties and provide good financial stewardship of tax dollars.

Volunteer Program

The leisure class program area does not currently utilize volunteers. Creating a volunteer network for instructor aides or even instructors for certain programs could enhance the opportunity to offer very affordable programs that would expose more people to the leisure classes and the Sugar Land Parks and Recreation Department.

Strengths

- Quality of Program Staff and Instructors
- Quality of Facilities and Amenities
- Affordability



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Weaknesses

- Availability of the Sugar Land Community Center
- Lack of partnerships to collaborate on leisure classes
- Lack of program space within the City
- Lack of dedicated program space for certain programs such as arts, crafts, dance, seniors, etc.
- Limited number of leisure classes offered
- Limited number of leisure classes offered in the evenings and weekends when the working public can attend

Opportunities

- Create a binding no cancellation policy with the schools for facilities
- Build a recreation center to include gymnasiums, multi-purpose rooms, classrooms, teen area, fitness rooms, dance room, arts/crafts rooms, staff offices, walking track, program space, game room, etc.
- Ability to offer different type of programs to attract baby boomers, teens, seniors, family and multi-generational participants
- Potential partnership and contractual agreements to assist in leisure class offerings through facilities, instructors, marketing, collaborative programming, etc.
- Satellite leisure classes in different parts of the city and future Recreation Centers through community.

Threats

- Viewed as competition rather than partnerships

Summary and Recommendations

The leisure class program area needs to implement more programs and more variety of programs to all age groups. Leisure classes need to be offered in the evenings and weekends when the working public can participate. Sugar Land Parks and Recreation should partner with other service providers to utilize their instructors and/or facility as an option for more program space. A new recreation center is needed to also add some desperately needed program space. Some of the amenities to consider include gymnasiums, multi-purpose rooms, classrooms, exercise classrooms, dance room, arts/crafts rooms,

staff offices, walking track, program space, game room, etc.

A continuous improvement plan should be implemented to respond to the customer's concerns and ideas creating a proactive approach to customer service.

Performance measures and standards such as program standards, instructor standards, customer retention, cleanliness, friendliness, knowledge, experience, etc. should be developed and implemented department-wide for all program areas.

Recreational programming trends need to be evaluated prior to each program cycle to implement new, innovative programs that determine the niche market of each program area.

PROGRAM AREA: DAY CAMP

Description

The Day Camp program is designed for children ages six to twelve years old and provides wonderful opportunities for children during the summer at Sugar Land Community Center. Activities include indoor and outdoor games, educational programs, guest speakers, arts and crafts, field trips, and swimming. Day Camps are held in weekly sessions Monday through Friday starting the first week of June with the last session the first week of August. The current fee for Day Camps is \$115 per week. There is an extended hour's option to arrive two hours earlier each day for an additional \$25 per week. There are approximately 450 to 500 participants per summer in the Day Camp.

Tiny Tot Camp is a weeklong camp structured for three to five year olds held at Lost Creek Community Center. Activities include indoor games, story time, water play, crafts, and entertaining guest speakers. Tiny Tots Camp is held in weekly sessions Monday through Friday starting the first week of June with the last session the first week of August. The current fee for Day Camps is \$55 per week. There are approximately 275 participants per summer in the Day Camp.



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Program Lifecycle

Introduction = new program, little to no profitability
Take-off = rapid participation growth, sharp revenue increases
Mature = moderate to slow participation growth
Saturated = minimal to no participation growth
Decline = declining participation rates

Day Camps – Mature

Market Assessment

The target markets for the Day Camps are:
Day Camp – 6 to 12 year olds
Tiny Tots Camp – 3 to 5 year olds

Participation Trends

The participation numbers for the Day Camp are stable and at or near a significant percentage of the designated capacity point of approximately 500 each of the three past summers (50 per session), 404 campers in 2002, 343 campers in 2003, to 439 in 2004. Additional camps could be added if the necessary staff resources can be secured for the summer.

The Tiny Tots Camp was expanded from six weeks in 2002 to ten weeks in 2003. The thought process in this move was that it would help spur attendance numbers simply with the creation of additional offerings and the expansion of programming. The participation numbers for the Tiny Tots Camp dropped from 83 in 2002 to 72 in 2003. This could be directly attributable to the change in offerings and a willingness to commit to such a drastic change from one year to the next. However, the first two years of comparison (2003-2004) of years with 10 sessions offered illustrate just how warranted that change was, as a dramatic increase in enrollment of 72 in 2003 to an impressive increase to 156 campers in 2004 is reflected.

As in most Day Camps (including Tiny Tots Camp), the cost for the organized program is far less than the going rate for traditional childcare in the community. Therefore, it is not a surprise that the program's attendance rates continue to increase. In addition to affordability, Day Camp provides a healthy and positive experience for children.

Competition

The other service providers in the Sugar Land area that offer day camps include: Camp Yahweh, Fort Bend County Kids & Cops, Fort Bend Camp at Drake Private School, T. W. Davis YMCA – Richmond, Kidfit, Kidventure, and Fort Bend YMCA.

Market Share

There are numerous day camp opportunities in the community. The ability to grow the market share in day camps is to find the niche interests and offer something unique and different from the other service providers. Duhacsek and Brazos Park could provide excellent opportunities to expand and enhance camps.

Facilities and Amenities

The Sugar Land Community Center and Lost Creek Community Center settings are beautiful, nice, clean, safe facility with a great location for day camps. The opportunity for outdoor activities with plenty of room as well as very adequate indoor space for inclement weather makes both these locations ideal for day camps. However, Day Camp prevents normal daily activities in the Community Center, and the need to provide a quality camp program and also allow other community center functions cannot be met in this current facility.

Capital Improvement Needs

The community centers and parks utilized for day camps have been upgraded recently and are in no need for capital improvements for day camp activities. Expansion of Duhacsek and Brazos parks can enhance programs. Future Recreation Center would create an ideal location for camp programs.

Staffing Assessment

The staffing levels for day camps are adequate and additional seasonal staff can be added in the future if the number of day camps and participation levels dictate. Assess ability to meet community needs through partnership opportunities.



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Marketing

Currently the day camps are marketed through the Seasonal Brochure, newspaper ads, website, and press releases. These are very effective marketing avenues for a city the size of Sugar Land and the community seems to know where to look for the information.

Additional marketing ideas include radio spots on the target audience popular radio stations and cable television spots.

All promotions should be tracked at registration to record how the participant learned about the program. This will track the success of the advertising dollars and efforts to determine which marketing avenues are most cost effective and those that are not drawing the participants into the programs.

Mechanisms for Customer Input

Currently there are performance measures in place and surveys should be distributed to each participant's parent so receive accurate customer feedback. A continuous improvement plan should be implemented to respond to the customer's concerns and ideas creating a proactive approach to customer service.

Customer Service Practices

The Sugar Land Parks and Recreation Department implemented "PATH Improvement: A Proactive Approach To Hospitality", an ongoing customer service training program for the staff in 2003. The department-wide training program should be continued as an ongoing, in-house training to ensure that everyone is practicing the type of customer service the Sugar Land Parks and Recreation Department is known for and supports. This type of training program is particularly helpful and cost effective with seasonal staff.

Partnerships

Currently the Sugar Land Parks and Recreation Department does not have any partnerships associated with Day Camps. Feasibility of developing partnerships should be explored.

Volunteer Program

The day camp program area does not currently utilize volunteers. Creating a volunteer network for day camp aides or even facilitators could enhance the opportunity to offer very affordable programs that would expose more people to the day camps and the Sugar Land Parks and Recreation Department.

Strengths

- Quality of Program Staff
- Quality of Facilities and Amenities
- Affordability

Weaknesses

- Lack of partnerships
- Lack of volunteers
- Lack of sponsorships

Opportunities

- Offer nature day camps
- Create a better value perception through pricing
- Partnerships

Threats

- Other service providers for day camps
- Lack of quality facilitators

Summary and Recommendations

The day camp program area needs to create a better value perception based on the going rate in the Sugar Land area. The organized activities versus a babysitting service will assist in the keeping the saturation point down for participants and develop a reputation of being the best day camps in the area. Duhacsek Park, Brazos Park and future Recreation Center may be good locations for Day Camps.

A continuous improvement plan should be implemented to respond to the customer's concerns and ideas. Implementing new ideas and activities will keep the day camps fresh and appealing to the public. A proactive approach to customer input is much better and easier to deal with than waiting for complaints, which is a reactive approach.



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Performance measures and standards such as program standards, facilitator standards, customer retention, cleanliness, friendliness, knowledge, experience, etc. should be developed and implemented department-wide for all program areas. Recreational programming trends need to be evaluated prior to each program cycle to implement new, innovative programs that determine the niche market of each program area.

PROGRAM AREA: ATHLETICS

Description

The Athletics program area primarily consists of sports camps. The current sports camps include youth basketball and youth volleyball. The sports camps are operated at Sugar Land Middle School and Kempner High School during June and July. The participants range from 7th to 9th grad girls and 5-14 year old boys and girls. The fees for the weeklong sessions range from \$80 to \$92 per participant. The sports camps are:

- Volleyball Camp for 6-14 year olds at Sugar Land Middle School for \$92 per participant and they receive a t-shirt and ball.
- Junior Hawk Basketball Camp for 5-8 year olds at Sugar Land Middle School for \$85 and they receive a t-shirt and ball.
- Basketball Camp for 7-14 year olds at Sugar Land Middle School for \$92 and they receive a t-shirt and ball.
- Girls Basketball Camp for 7th –9th graders at Kempner High School for \$80 per participant.
- Girls Volleyball Camp for 7th –9th graders at Kempner High School for \$80 per participant.

Program Lifecycle

Introduction = new program, little to no profitability

Take-off = rapid participation growth, sharp revenue increases

Mature = moderate to slow participation growth

Saturated = minimal to no participation growth

Decline = declining participation rates

Athletics (Sports Camps) – Take-Off

Market Assessment

The target markets for the Sports Camps are:

- Volleyball Camp – 6 to 14 year old boys and girls
- Junior Hawk Basketball Camp – 5 to 8 year old boys and girls
- Basketball Camp – 7 to 14 year old boys and girls
- Girls Basketball Camp - 7th to 9th grade girls
- Girls Volleyball Camp - 7th to 9th grade girls

Participation Trends

The participation numbers for the Sports Camps were 125 total participants.

Competition

The other service providers in the Sugar Land area that offer sports camps include:

First Colony Community Association

Camps Offered: Basketball, Cheerleading, Tennis, Skyhawks Mini-Hawk Sport, Skyhawks Soccer, Junior-Hawk Baseball, Skyhawks Roller Hockey, and Skyhawks Beginning Golf

Ages: 5 to 18

Fees: \$65-\$110

Spike Sport Volleyball

Camps offered: Volleyball Training, Volleyball, Summer Super Training, Defensive Special, Ages: 9 to 15

Fees: \$195-\$300

Baseball USA “The Yard”

Camps offered: Instructional, Pitching & Catching, Infield/Outfield, and Hitting

Ages: 6 to 18

Fees: \$100-\$125

Eagle Basketball Camp 2003

Camp offered: Basketball

Ages: Completed Grades 3rd through 8th

Fees: \$85



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Fort Bend YMCA

Camps offered: Cheer Camp, Sports Clinic-Basketball; Soccer; and Volleyball

Ages: Cheer Camp-5 to 12, Sports Clinic Camps-6 to 12

Fees: Cheer Camp \$50-\$75.00, Sports Clinics \$30-\$45

Market Share

The market share for the Sugar Land Parks and Recreation Department Day Camps is unknown. There are numerous sports camp opportunities in the community. The ability to grow the market share in day camps is to find the niche interests such as fun camps versus competitive camps while offering something unique and different from the other service providers.

Facilities and Amenities

Currently the two facilities utilized for the sports camps are the Sugar Land Middle School and the Kempner High School.

Capital Improvement Needs

The Sugar Land Middle School and Kempner High School are in no need for capital improvements for sports camp activities.

Staffing Assessment

Parks and Recreation personnel should focus on filling the gaps in sports camps through contractual agreements.

Marketing

Currently the day camps are marketed through the Seasonal Brochure, newspaper ads, website, and press releases. These are very effective marketing avenues for a city the size of Sugar Land and the community seems to know where to look for the information.

Additional marketing ideas include radio spots on the target audience popular radio stations and cable television spots.

All promotions should be tracked at registration to record how the participant learned about the program.

This will track the success of the advertising dollars and efforts to determine which marketing avenues are most cost effective and those that are not drawing the participants into the programs.

Mechanisms for Customer Input

Currently there are performance measures in place and surveys should be distributed to each participant's parent so receive accurate customer feedback. A continuous improvement plan should be implemented to respond to the customer's concerns and ideas creating a proactive approach to customer service.

Customer Service Practices

The Sugar Land Parks and Recreation Department implemented "PATH Improvement: A Proactive Approach To Hospitality", an ongoing customer service training program for the staff in 2003. The department-wide training program should be continued as an ongoing, in-house training to ensure that everyone is practicing the type of customer service the Sugar Land Parks and Recreation Department is known for and supports. This type of training program is particularly helpful and cost effective with seasonal staff.

Partnerships

Currently the Sugar Land Parks and Recreation Department provides sports camps through contractual agreements. Camps are currently offered at FBISD facilities.

Volunteer Program

The sports camp program area does not currently utilize volunteers. Creating a volunteer network for sports camp assistants could enhance the opportunity to offer very affordable programs that would expose more people to the sports camps and the Sugar Land Parks and Recreation Department.

Strengths

- Quality of Contractual Staff
- Quality of Facilities and Amenities
- Affordability



Weaknesses

- Lack of partnerships
- Lack of volunteers
- Lack of sponsorships

Opportunities

- Offer fun, introductory, recreational versus competitive sports camps that focus on teaching the basic fundamentals and exposing participants to each sport
- Expand locations of sports camps to possibly include Sugar Land ETJ sites

Threats

- Other service providers for sports camps
- Lack of quality instructors

Summary and Recommendations

The sports camp program area should concentrate on introductory level camps that expose beginners to each sport in a very non-competitive, fun environment that teaches the basic fundamentals and rules of the sport.

A continuous improvement plan should be implemented to respond to the customer's concerns and ideas. Implementing new ideas and activities will keep the day camps fresh and appealing to the public. A proactive approach to customer input is much better and easier to deal with than waiting for complaints, which is a reactive approach.

Performance measures and standards such as program standards, instructor standards, customer retention, cleanliness, friendliness, knowledge, experience, etc. should be developed and implemented department-wide for all program areas.

Recreational sports programming trends need to be evaluated prior to each program cycle to implement new, innovative programs that determine the niche market of each program area.



OTHER SERVICE PROVIDER ANALYSIS

PURPOSE/ PROCESS

The Other Service Provider Analysis report was developed to analyze the other entities in the Sugar Land market area that are offering recreational programs. Not all of the other service providers are located within the Sugar Land city limits. The report focuses on the other service provider information provided by the Sugar Land Parks and Recreation Department staff. The intent of the other service provider analysis is to assist the Parks and Recreation Department in identifying the duplication of programs within the community, identifying any program partnering opportunities with other recreational service providers in the community, and to assist in determining the future program offerings of the Sugar Land Parks and Recreation Department available to the public. A separate section lists the other reservation / rental providers in the Sugar Land market area.

OVERALL FINDINGS/OBSERVATIONS/ RECOMMENDATIONS

This analysis provides the Sugar Land Parks and Recreation staff with a clear picture of what is being offered by other service providers as well as their current pricing of services. This gives the staff a benchmark, but it should not be the only guiding principle when offering programs. Other considerations should be the memberships, room rental rates, age segments, competition levels, exclusivity, location, and to whom the programs are being offered. The staff should consider all these elements to determine what programs should be offered.

The analysis of the information depicts several indicators that, if implemented at the City of Sugar Land, should increase the success level of programs and facilities. There is a community need for gymnasium space, multi-purpose program space, senior program space, rental space, and an outdoor leisure aquatic center. There is not a need for any additional fitness facility or ice rink although some niche fitness classes in a multipurpose recreational facility would be received well from the community.

Some of the other facilities cater to a membership clientele such as the homeowners associations, fitness facilities, private clubs, private golf courses, etc. The private fitness and golf courses sell annual memberships and the patron must sign a minimum one-year contract. The general public consensus is usually to pay as they go and not need to be a "member" at an additional cost to take part in recreational services. Many of the other facilities have an initiation or registration fee. This fee is a one-time fee that prevents members from dropping their memberships because they will need to pay the initiation fee to join again. These types of fees generally do not interest the vast majority of the public. It is recommended that if the City of Sugar Land builds a new recreation center, they should not have contracts and/or initiation fees. Instead they should rely on the ease of participating and paying only for the programs and services in which they choose to participate.

Many of the facilities analyzed cater to a certain membership and are not viewed or perceived as being open to the public. The First Colony Community Association facilities are for the homeowners in their association and even though many Sugar Land residents are members of the HOA, there are many Sugar Land residents that do not live in the First Colony HOA. FCCA programs are open to everyone. The New Territory HOA has an early registration period for the New Territory residents and the remainder of the public can sign up after the HOA members and are also assessed a non-resident surcharge since they do not live in New Territory.

The Sugar Land Parks and Recreation Department should program for all Sugar Land residents, regardless where they live and need to fill the program and facility gap for those residents that are not members of these other service providers. The community relies on public entities like the Sugar Land Parks and Recreation Department for recreational services that are available to everyone in Sugar Land. There are many homeowner associations that do not have programs and/or facilities for their members that need programs and facilities that are totally open to the public with access to everyone in Sugar Land. The Sugar Land Parks and Recreation Department can fill this void within the community with affordable programs that require no "need to belong" to any associations.



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The citizen survey indicates the vast community support for the Sugar Land Parks and Recreation to offer additional programming and build a recreation center to offer the programs. The Sugar Land Community Center is utilized primarily as a rental facility and is not adequate for evening and weekend programs.

Most of the other facilities do not partner with organizations for public programs within their facility. Partnering with other service providers for programming will enhance the opportunity for the Sugar Land Parks and Recreation Department as well as the partnering entity. The other service providers spend advertising dollars to get people into their facility, try a program, and become a returning customer. The Sugar Land Parks and Recreation Department can assist in offering some niche programs either at their facility or another facility, utilize their instructors and pay them through the program fees, and bring new participants that can sign up for additional programs or even become a member. The key is for the Parks and Recreation Department to operate "feeder" or "intro" programs and leave the intermediate and advanced programs to the other service provider that is an expert in that program area. An example of this is to partner with a private gymnastics club and offer tumbling for tots. After the participants finish the tumbling class, if the child liked the activity and wants to continue, they then sign up with the private gymnastics club since the Parks and Recreation Department does not have the equipment. Essentially, the "feeder" programs advertise and promote the private facility and the Parks and Recreation Department fulfills the need for any resident to try a program to see if they like it well enough to continue. There are many program opportunities for introductory level and "how to" programs that are totally open to the public, the participants only need to pay for the program costs, and the activity is conducted in a fun, recreational, and non-competitive atmosphere. There are also opportunities to find a niche market such as a specific age group that certain programs are not offered for or a specific talent level that is missing. These niches can compliment rather than compete with the other service providers in the Sugar Land market area.

Examples of partnership opportunities include:

- Niche fitness classes with fitness facilities
- "Learn to" classes with the ice arena
- "Feeder"/Intro programs with the martial art facilities
- "Feeder"/Intro programs with the dance studios
- "Feeder"/Intro tumbling programs with the gymnastic/tumbling facilities
- "Feeder"/Intro programs with the cheerleading groups
- "Feeder"/Intro programs with the youth sports associations
- Intro golf lessons with the public golf courses
- Intramural sports program (for those that do not make the team) with the schools

The Sugar Land Parks and Recreation Department rents and reserves their community centers and shelters to the public although there are many other reservation/rental providers within the community. There is enough need and options in the community for all these entities to successfully operate with all these options. Programming is no different. The participation levels will dictate the need and success of the programs offered by the Sugar Land Parks and Recreation Department.

Many of the other facilities do not have any scholarship programs in place to allow those that cannot afford a membership to participate. If the new recreation center advertises the fact that nobody will be turned away and not allowed to participate, the perception of the public will be that it is a true community recreation center. The WORKREATION program can assist with the scholarship program in addition to soliciting corporate dollars to assist in funding those unable to pay. Creating the scholarship program at the new recreation center will set it apart from the private facilities and other service providers while allowing for market pricing for the programs.



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A new recreation center must rely on exceptional customer service and marketing as well as quality programming with a qualified and experienced staff. The facility must be inviting and must be kept very clean at all times. If it is a pleasant experience each time customers visit the facility, they will want to participate more and sign up for additional programs.

ALTERNATIVE RECREATION SERVICE PROVIDERS

First Colony Community Association

4350 Austin Parkway
281.634.9500

Amenities: Aquatic Center, 9 Pools, Clubhouse, and Tennis Courts

Hours: Varies for the pools and rental facilities.

Memberships: Home Owners Association Fees

Programs / Fees: (Available to all – no membership fees)

Karate - \$30 to \$65/class
Gymnastics / Tumbling - \$40/month
Uplifting Exercise & Dance - \$80/session
Water Aerobics - \$35/session
Diaper Aerobics - \$65/session
Tap, Ballet & Jazz - \$40/month
Kindermusik - \$215/session
“Toys I Make, Trips I Take” - \$217/session
Mad Science Camp - \$105/session
Schoolhouse Chess - \$105/session
Rock, Paper, Scissors-Painting & Drawing Club – \$96/semester
Red Cross Babysitting - \$41/session
Spanish for Kids - \$40/month
Spanish Tutoring for Middle & High Schoolers – \$40/month
Swing Dance - \$28.50/session
Social Ballroom Dance Lessons - \$28.50/session
Country & Western Dance Lessons - \$28.50/session
Salsa & Merengue - \$35/session
Italian for Travelers - \$60/session
Pilates - \$30 to \$70/session
Yoga / Meditation - \$75/session
Prenatal Yoga - \$52/session
Mommy & Me Yoga - \$52/session
Weight Loss Class - \$60/session

Watercolor - \$60 to \$65/session
Stained Glass for Teens/Adults - \$90/session + supplies
Golf Lessons - \$85/session
Tennis Lessons - \$30 to \$100/session
CPR Certification - \$35/session
Spanish Classes - \$55/session
Spanish in a Nutshell - \$77/session
Accent Reduction-Pronunciation for foreign-born professionals - \$80/session

Spanish for Business People & Professionals – \$55/session
Speak With Confidence - \$60/session
Beginning Guitar - \$75/session
Palm Organizer/PDA - \$45/session
Resume Writing Class - \$45/session
Interviewing Class - \$45/class
Memoir Writing - \$50/session
Reinventing Yourself - \$45/session
“Planning a Secure Retirement” Guide - \$10/session
Stamp & Scrap - \$10/session
Mom & Tot English - \$75/session
Miss Manners - \$185/session
Manners Class For Boys - \$50/session
Mini-Hawk Camp - \$85/session
Junior Hawk Baseball Camp - \$85/session
Beginning Golf Camp - \$94/session
Soccer Camp - \$92/session
Roller Hockey Camp - \$85/session
Tennis Camp - \$80 to \$95/session
Cheerleading Camp - \$110/session
Swim Lessons - \$55(resident) \$67(non-resident)/session

Comments:

Detailed information is available at www.firstcolony.org. First Colony Community Association offers many programs in cooperation with the Sugar Land Parks and Recreation Department. The cooperation agreement should be reviewed on an annual basis and should benefit both parties from an equity basis including program revenues, program expenses, marketing expenses, facility space, etc. and ensure compliance with city user fee policy. Values need to be placed on what each entity is providing and the ultimate goal is to trade-out these values to be equal partners in providing the recreational services to the public.



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The Club at New Territory

281.565.0616

281.565.1070

Amenities: Gymnasium, Fitness/Weight Room, Meeting rooms, Kitchen, 12 Tennis Courts, 9 Soccer Fields, 4 Swimming Pools, 5 Baseball/Softball Fields, 2 Football Fields

Hours: Varies for the pools and rental facilities.

Memberships: Home Owners Association Fees

Programs / Fees:

Swim Lessons - \$55/session

Youth Basketball Leagues - \$65 to \$70 (residents)

\$85 to \$90 (non-residents)/session

Baseball/Softball - \$70 to \$125/session

Knights Football - \$250/season

Texas Twisters Cheerleading - \$75 uniform fee

Cheerleading - \$75 uniform fee

Fusion Soccer - \$70 to 275/season

Tennis - \$10/hour

Volleyball - \$70 (resident) \$95 (non-resident)

Bridget's Bunch - \$30 to \$60/month

Dance Classes - \$40/month

Fitness Classes - \$40/month (residents) \$50/month (non-residents)

Basketball Camps - \$90/session (residents)

\$110/session (non-residents)

Volleyball Camps - \$90/session (residents)

\$110/session (non-residents)

Club Camps - \$100/session (residents) \$120/session (non-residents)

Karate - \$40/month

Yoga - \$40/month

Swim Teams

Comments:

Detailed information available at www.newterritory.com
New Territory has a non-resident pricing addition to the price for the residents in the New Territory Housing Association. The New Territory residents get to sign up first and if there is room in the programs after the resident sign-up period, then New Territory non-residents can sign up at the non-resident premium price. Although New Territory non-residents can participate in the programs, it is not considered totally open to the public. There are many Sugar Land residents that are not New Territory residents. This is a similar situation to how the YMCA's operate although

the YMCA's allow non-members to participate at a premium price.

24 Hour Fitness

9920 Hwy. 90A

281.242.7500

Amenities: Cardiovascular Machines, Weight Machines, Free Weights, Aerobics Room, Fitness Rooms, Locker Rooms, Sauna, Jacuzzi, Pool, Kids Club, Racquetball

Hours: 24 hours / day, 7 days / week

Memberships:

Monthly Fees: \$31

Initiation Fees: \$79 to \$179

Processing Fee: \$79

Programs:

Yoga, Pilates, PiYo, Strength Fusion, Stretch, 24Splash Aquando, Auqua sport, Step Aerobics, High/Low Impact Aerobics, Turbo Kick Box, Indoor Cycling, BodyXpress, OnCore, Core Board, Turbo Flex, Aquando, CardioXpress, StepXpress, AbXpress, LegXpress, Speed Round, 24Cycle, Double Step Aerobics, 24Combo, CardioXtra, StepXtra, Boot Camp, Ethnic Based Dance, Hip Hop or Funk, Super Street, OnCore Interval, OnCore Circuit, Power Sculpt, Rep Reebok, Step and Sculpt, Interval Classes, Cardio and Sculpt.

Comments:

This is a membership only club with additional fees for most classes. Most classes can be attended (if room allows) for \$1 per class and members can reserve a spot one hour prior to the class. Minimum one year contracts must be signed to become a member.

24 Hour Fitness Supersport

14111 S.W. Freeway

281.565.3355

Amenities: Kids Club, Lounge, Sauna, Steam Room, Whirlpool, Juice Bar, Gymnasium, Pool, Fitness,

Hours: 24 hours / day 7 days / week



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Memberships:

Monthly Fees: \$42
Initiation Fees: \$124 to \$249
Processing Fees: \$79

Programs:

Indoor sports

Comments:

This is a membership only club with additional fees for most classes. Minimum one-year contracts must be signed to become a member.

Bally Total Fitness

13444 S.W. Freeway
281.494.9888

Amenities: Cardiovascular Machines, Weight Machines, Free Weights, Aerobics Room, Fitness Rooms, Locker Rooms, Sauna, Jacuzzi, Pool, Kids Club, Racquetball

Hours: Monday-Thursday 5am-10pm,
Saturday/Sunday 8am-8pm

Memberships:

Monthly Fees: \$19
Initiation Fees: \$19

Programs:

Yoga, Spinning, Kick Boxing, Aerobics, Fitness, Body Sculpting, Aqua Dynamics, Circuit Training, Boot Camp, Interval Training, Resistance Training, Step and Sculpt, Step Aerobics, In Line Step, Freestyle Jump roping, Straight Up Athletic Training, Slide, Dance Fitness, Funk, Hip-Hop, Salsa/Latin Dance, Conditioning, Stretch and Relaxation, Yoga Fitness, Kwando, Powerflex, Pilates Evolved Mat, Resist-A-Ball, Passport Circuit, Urban Rebounding, Tai Chi, Karate, Salsa Lessons, Pre-Post Natal, Tae Kwon Do, Ballet Lessons, In-Line Skating,

Comments:

This is a membership only club with additional fees for some classes and some classes are free with a membership. Minimum one-year contracts must be signed to become a member.

Curves for Women

12999 Murphy Road #B2
281.564.6161

Amenities: Hydraulic resistance machines

Hours: Monday-Thursday 9am-2pm & 3:30pm-7:30pm, Friday 9am-2pm & 3:30pm-6:30pm

Memberships:

Monthly Fees: \$30

Programs:

Aerobic and Strength Training, Weight Loss Guidance

Comments:

Curves has thirty minute group workouts on hydraulic resistance machines formed in a circle for socialization while working out.

The Dharma Center

13817 S.W. Freeway
281.565.3116

Amenities: Fitness Rooms, Meditation Rooms, Class rooms, Seminar rooms

Hours: Monday-Friday 10am-2pm, Saturday 8:30am-12:30pm

Fees: \$117 for 6 week session, Drop-in fee \$12/class, \$10/class for students

Programs:

Yoga, Tai Chi, Pilates, Message Therapy, Aromatherapy, Workshops, and Events

Comments:

The Dharma Center is open for minimal hours per week and programs for group sessions focusing on the mind and body. There are no fitness machines or weights.



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Lifetime Fitness

1331 Highway 6
Sugar Land, TX 77478

Regular Hours

Club: 24/7

LifeCafe: 6:00 am - 10:00 pm (M - F)
8:00 am - 7:00 pm (Sa)
9:00 am - 6:00 pm (Su)

LifeSpa: 9:00 am - 9:00 pm (M - F)
9:00 am - 6:00 pm (Sa)
10:00 am - 4:00 pm (Su)

Indoor Pool: 24/7

Indoor Pool 12:00 pm - 3:00 pm (M - F)

Family Hours: 6:00 pm - 9:00 pm (T, F)
1:00 pm - 8:00 pm (Sa)
11:00 am - 7:00 pm (Su)

Outdoor Pool: Sunrise - Sunset (Su-Sa)

Houstonian Lite Fitness Center

16190 City Walk, Suite 200
281.313.7979

Amenities: Cardiovascular Machines, Weight Machines, Free Weights, Aerobics Room, Fitness Rooms, Locker Rooms, Lounges, Sauna, Jacuzzi, Pool, Kids Club, Racquetball, Wireless Internet Access, Snack Bar, Complimentary Coffee, Iced Tea, and Filtered Water.

Hours: Monday-Friday 5am-10pm, Saturday 6am-8pm, and Sunday 8am-6pm

Memberships:

Monthly Fees:
Initiation Fees:

Adult Individual	\$960
Adult Couple	\$1,440
60 Plus Individual	\$480
60 Plus Couple	\$768
Junior Individual	\$480

Programs:

Pilates, Aerobics, Fitness Classes
Lifetime Fitness

Comments:

Houstonian Lite is a health/fitness/social membership club with the service, amenities and atmosphere of an upscale private club. This facility is designed for an elite clientele rather than the majority of the public. This is a membership only club with additional fees for some classes and some classes are free with a membership. Minimum one-year contracts must be signed to become a member.

NRG Wellness Center

4415 Highway 6 South
281.340.9355

Amenities: Weight Machines, Martial Arts Room, Classrooms, Medical Exam rooms, Urgent Care, and Laboratory.

Hours: Monday-Friday 5:30am-9pm, Saturday 8am-3pm

Memberships:

Type	3-Month Fee	Initiation Fee
Adult	\$199	\$45
Kid	\$117	\$45
HS/College Student	\$99	

Programs:

PACE – Circuit Training, Kickboxing, Tae Kwon Do, Self Defense, Lifestyle Counseling, Health Risk Analysis, Fitness Evaluation, Bio-Impedance, Dietitian, Psychologist, EKG, Bariatric Assessment, Support Groups, Urgent Care, Physical Therapy, Workers' Compensation, and Weight Management.

Comments:

NRG Wellness Center is a true wellness facility with the service, amenities and atmosphere of a medical facility. This facility is designed for a medically based clientele rather than the majority of the public. The NRG Wellness Center has an urgent care facility, medical doctor's registered nurses, registered dietitians, psychologists, physical therapists, workers'



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compensation, and takes health insurance in many cases.

United Tae Kwon Do

7645 Highway 6 South
281.568.0333

Amenities: Do Jo

Hours: 5:30pm-8:30pm Everyday

Memberships:

Monthly Fees:

\$79/month – 3 Lessons per week
\$180/3 months – 3 Lessons per week
\$340/6 months – 4 Lessons per week
\$670/12 months – 5 Lessons per week

Initiation Fees: \$35

Programs:

Unified Martial Arts, Hop Vo Dao, Tae Kwon Do, Kung Fu, Judo, Aikido, Weapons

Comments:

Location is not actually in Sugar Land.

United Tae Kwon Do

1270 Crabb River Road
281.343.0770

Amenities: Do Jo

Hours: Monday – Thursday 3pm-9pm

Programs:

Tae Kwon Do, After School Camp, Summer Camp, Trips, Ninja Camp, Lock-ins,

Comments:

After School Camp includes religious based Bible Study.

Houston Ki-Aikido

2595 Cordes Drive
281.980.3030

Amenities: Do Jo

Hours: Tuesday-Thursday 7:30pm-8:30pm, Saturday 9:15am-11am

Memberships:

Monthly Fees: \$70
Initiation Fees: \$95

Programs:

Ki Akido

Comments:

Non-Profit Status, Potential Partnership

Olympic Tae Kwon Do

3536 Highway 6
281.313.5425

Amenities: Do Jo

Hours: Monday-Friday 3pm-8:30pm

Programs:

Ta Kwon Do

Comments:

Potential Partnership

Safety America Karate

2595 Cordes Drive
281.980.3030

Amenities:

Hours: Monday-Friday 3:40pm-8:50pm, Saturday 9:30am-11:50am
Birthday Parties Saturday 12pm-7pm

Programs:

Karate

Aikido

Ta Kwon Do

Birthday Parties

Summer Sports Camp Fees for 2 week sessions
\$350 – 5 days/week (10 days)
\$280 – 4 days/week (8 days)
\$210 – 3 days/week (6 days)
\$140 – 2 days/week (4 days)

Comments:

Potential Partnership



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Sugar Land Tae Kwon Do Academy

3169 Highway 6
281.491.4949

Amenities: Do Jo

Hours: Monday-Friday 10am-10pm

Programs:
Ta Kwon Do

Comments:
Potential Partnership

Traditional Karate-Do Goyu-Ryu

4642 Highway 6
281.265.3035
Amenities: Do Jo

Hours: Monday-Friday 10am-8:30pm

Memberships:
Monthly Fees: \$89

Programs:
Karate, Goju-Ryu

Comments:
Potential Partnership

Ultimate Force Martial Arts

3211 South Main
281.208.8001

Amenities: Do Jo

Hours: Monday-Thursday 4:15pm-8:30pm, Friday
5:30pm-8:30pm, Saturday 11am-1pm

Memberships:
Monthly Fees:
Initiation Fees:

Daily Fees:

Programs:
Little Ninjas, Children's Curriculum, Adult Curriculum,
Fitness Kickboxing, Transported After School Martial
Arts (TASMA),

Comments:
Potential Partnership

Vovinam Martial Arts

10040 Synott Road
832.328.1144

Amenities: Do Jo

Hours: Tuesday & Thursday 6:30pm-9pm, Friday
6:30pm-8pm, Saturday/Sunday 1pm-5pm

Programs:
Vovinam

Comments:
Potential Partnership

Christ United Methodist Church

3300 Austin Parkway
281.980.6888

Amenities: Gymnasium, Classrooms

Hours: Monday-Friday 8am-5pm

Programs:
Pre-School, Pilates, Tae Bo, Yoga, Run for the Sun,
Adult Basketball Leagues, Adult Co-ed Volleyball
Leagues, Youth Sports Camps, Select Club Volleyball,
Volleyball Lessons, Teen Girls Fitness Program,
Stretch-n-Grow for Kids, Social Events, Manners Class
for Children, Kinder Fit Program, Special Events

Comments:
Religious Affiliation

Bill Austin's Academy of Dance

16215 Lexington Blvd.
281.565.5327

Amenities: Dance Studios, Gymnasium

Hours: Monday-Friday 9am-12pm & 2pm-7pm,
Saturday 9am-12pm

Fees:
Class Fees: First One Hour Class \$237/child/session
(19 weeks)
Second One Hour Class \$190/child/session (19
weeks)



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First 30 Minute Class \$123/child/session (19 weeks)

Second 30 Minute Class \$98/child/session
(19 weeks)

Registration Fees: \$40/year/child
\$55/year/family

Programs:

Creative Tots, Creative Dance I-III, Ballet/Tap I-IV,
Ballet/Jazz I-IV, Ballet/Jazz/Tap, Teen Jazz, Adult
Ballet, Adult Jazz, Adult Tap,

Comments:

Potential Partnership

Bill Austin's Gymnastics

16215 Lexington Blvd.
281.240.3547

Amenities: Gymnasium, Gymnastic Apparatus

Hours: Monday-Friday 9am-12pm & 2pm-9pm,
Saturday 9am-12pm

Fees:

Class Fees: \$275/child/session (19 weeks)
Registration Fees: \$40/year/child
\$55/year/family

Programs:

Gymnastics, Tumbling, Cheerleading
Open Gym \$6

Comments:

Potential Partnership

City Dance Studio

2423 Dunstan
713.529.6100

Amenities: Dance Studios

Hours: Varies depending on the day 9am-8pm

Fees:

1 Class - \$130-\$145 (one hour class – 6 weeks)
2 Classes - \$235-\$255 (one hour class – 6 weeks)
3 Classes - \$320-\$350 (one hour class – 6 weeks)
4 Classes - \$430-\$450 (one hour class – 6 weeks)
Add \$25 for each 15 minutes per class (6 weeks)

Programs:

Ballet/Tap, Creative Movement, Ballet I-II, Jazz I-III,
Tap I-II

Comments:

Potential Partnership

Leisure Learning Unlimited, Inc.

2990 Richmond Avenue
713.529.4414

Amenities: Dance Studio

Hours: Varies depending on the day 4:30pm-9pm

Class Locations:

Bellaire: Bissonnet / 610 W Loop
Greenway Plaza: Richmond / Kirby
West University: Wesleyan / Bissonnet
Meyerland: S. Braeswood / Chimney Rock
Heights: Heights Blvd. / E. 11th Street
Memorial: Dairy Ashford / Katy Fwy.
Meyerland: N. Braeswood / Rice

Programs / Fees:

Dancing for People with Two Left Feet	\$36
Beginning Country/Western	\$44 men, \$36 ladies
Western Swing	\$44 men, \$36 ladies
Swing Dancing	\$44 men, \$36 ladies
Whip & West Coast Swing	\$44 men, \$36 ladies
Zydeco	\$44 men, \$36 ladies
Latin Dancing – Salsa/Mambo	\$44 men, \$36 ladies
Latin Dancing – Salsa/Merengue	\$44 men, \$36 ladies
Latin Fiesta – Cumbia/Tejano	\$44 men, \$36 ladies
Ballroom Dancing – Tango	\$44 men, \$36 ladies
Puttin' On the Ritz – Intro to Ballroom Dancing	\$44 men, \$36 ladies
Slow Dance & Romance – Slow Dancing, Foxtrot	\$44 men, \$36 ladies
Rock/Disco Freestyle Dance	\$20/person
Intermediate C & W Circle Turns	\$14/person,
	\$22/couple
Beginning Western Waltz	\$14/person,
	\$22/couple
Beginning C & W – Texas Two-Step	\$14/person,
	\$22/couple
West Coast Swing	\$14/person,
	\$22/couple



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Shaggie Jitterbug	\$14/person, \$22/couple
Jitterbug Acrobatics	\$22/couple
Beginning Cha-Cha	\$14/person, \$22/couple
Beginning Salsa Merengue	\$14/person, \$22/couple
Slow Dancing	\$22/couple
Zydeco	\$14/person, \$22/couple
Bachata	\$14/person, \$22/couple
Dirty Dancing	\$20/couple
Sock Hop Line Dances	\$14/person, \$22/couple
Salsa Dips & Lunges	\$22/couple
Belly Dancing	\$65-\$115/person
Polynesian Dancing	\$65/person
Poi Spinning	\$100/person
Spanish Flamenco/Tango Dance - Intro	
	\$86/person
Capoeira – The Music, Dance, Sport...The Basics	
	\$76/person
Intro to Ballet	\$86/person
Ballet IA	\$86/person
Ballet II	\$108/person
Intro to Tap	\$86/person
Tap I	\$86/person
Intro to Jazz	\$86/person
Lose it to Salsa – A Dance Workout	\$86/person
Hip/Hop Funk	\$86/person
Intro to Israeli Couples Dancing	\$15/couple
Traditional African Dancing	\$108/person
Hatha Yoga I	\$76-\$86/person
Yoga Pila	\$86/person
50+ Hatha Yoga	\$86/person
Manage Stress Thru Yoga	\$86/person
Vinyasa Yoga (Power Yoga)	\$86/person
Kundalini Yoga I	\$86/person
Kundalini Yoga II	\$86/person
Yoga for Pregnant Women	\$76-\$86/person
Afro-Latin Dance Class	\$86/person
Tai Chi	\$76/person
Meditation – Find Peace From Within	\$86/person
Strengthen n' Stretch – Pilates Mat	\$86/person
Reiki	\$38/person

Comments:
Potential Partnership

Sugar Land Dance Center

9920 Highway 90A, Suite 270
281.491.7530

Amenities: Dance Studios

Hours: Varies depending on the day 9:30am-6:45pm

Fees:

Monthly Fees: \$45-\$98

Class Fees: \$85-\$135 (6 weeks)

Programs:

Creative Movement, Pre-Ballet/Tap, Ballet & Tap, Jazz, Ballet, Pointe, Tap, Latin Jazz, Lyrical Ballroom, Praise, Swing, Latin, Hip Hop, Wedding Preparation, Private Lessons

Comments:

Potential Partnership

Aerodrome Ice Skating

16225 Lexington Blvd.
281.265.7465

Amenities: Ice Rinks, Concessions, Locker Rooms, Pro Shop, and Meeting Rooms

Hours: Varies depending on the day

Fees: All 9 week semester classes are \$120 per person. Mini courses are \$70/person. All on-ice training classes are contracted at \$10/class/person. All off-ice training classes are contracted at \$12/class/person.

Programs / Fees:

Public Skating	\$6		
Friday Night Flurry	\$6		
Skate Rental	\$3		
Hockey	\$165-\$215 (13 weeks)		
Figure Skating			
Free Style	\$7.50/45	minute	session
(11.50 walk-on)			
Birthday Parties			
Group Rentals	\$5-\$6.50/person		includes
skate rental			
"Try Me" Class	Free		
Hockey Tots	\$160 (10 weeks)		
Tot 1 & 2			
Tot 3			
Tot 4			



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Tot Alpha
Pre-Alpha 1
Pre Alpha 2
Alpha 1
Advanced Alpha
Beta 1
Advanced Beta
Gamma
Delta
Freestyle 1+
Silver/Gold Stroking \$90
Platinum Stroking
Homeschool Classes \$60-\$90
Adult Classes
Cool Conditioning
Power Builder
Off-Ice Optimum Performance
Moves in the Field
Elite Jump and Spin
Off-Ice Jump
Off-Ice Dance & Style
Nutcracker on Ice

Comments:
Potential Partnership

AMF Bowling Center

4919 South Main
281.491.2856

Amenities: Bowling Lanes, Bowling Shoe Rentals,
Rental Rooms, Arcades, and Snack Bar

Hours: Monday-Thursday 9am-12am, Friday-Saturday
9am-2am, and Sunday 10am-12am

Programs:
Bowling, Leagues, tournaments, Parties, Rentals, AMF
Fun Club

Comments:
Bowling facilities are considered alternative
recreational facilities although they are equivalent to
movie theaters. Traditionally, Parks and Recreation
Departments do not offer bowling or movies as an
activity housed in a public facility. Potential
Partnership.

Dex Skate Park

13030 S. Kirkwood
281.242.6555

Amenities: Mini ramps, bowls, quarters, pyramids,
launch ramps, rails, kids section, pro shop, video
games, pool table, big screen television, concessions

Hours: Monday/Wednesday 3:30pm-9:30pm,
Tuesday/Thursday 5:30pm-10:30pm,
Friday 3pm-10pm, Saturday 10am-10pm, and Sunday
1pm-9:30pm

Programs:
Skateboard Lessons, Bikes (on specific days)

Comments:
Potential partner for city skate park

Southwest Cheer Academy

12950 Sugar Ridge Blvd.
281.530.7628

Amenities: Gymnasium, Parent Viewing Area, Snack
Bar, Locker Rooms, Student Study Area

Hours: Monday-Thursday 9am-9:30pm

Memberships (Booster Club):
Annual Fees: \$75

Programs:
Cheerleading, Tumbling, Power Tumbling, Summer
Cheer Camps, Tumbling Day Camps,

Comments:
Not located in Sugar Land

The Greatwood Golf Club

6767 Greatwood Parkway
281.343.9999

Amenities: 18 Holes, Clubhouse, Pro Shop,
Restaurant, Driving Range, Putting Green, Lounge,
Locker Rooms, Open Year Round

Hours: Pro Shop 7am-5:30pm



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Green Fees: Monday-Friday \$44, Saturday-Sunday \$58

Winter Rates: Monday-Thursday \$21-\$25, Friday-Sunday \$29-\$45

Cart Fees: Included in Green Fee (mandatory)

Programs:
Lessons, Outings

Comments:
Public Golf Course
Potential Partnership

The Old Orchard Golf Club

13134 FM 1464
281.277.3300

Amenities: 27 Holes, Clubhouse, Pro Shop, Restaurant, Driving Range, Chipping Greens, Putting Greens

Hours: Monday-Friday 7am-7pm, Saturday/Sunday 6:30am-7pm

Green Fees: Weekday \$50, Weekends/Holidays \$65
Additional 9 holes \$12-\$15

Cart Fees: Included in Green Fee

Programs / Fees:
Lessons, Club Fitting, Outings, Tournaments

Comments:
Public Golf Course
Potential Partnership

The Riverbend Country Club

1214 Dulles Avenue
281.491.2500

Amenities: 18 Holes, Clubhouse, Driving Range, Restaurant, Pro Shop, Putting Green, Lounge, Locker Rooms, Open Year Round

Hours: Daylight, Closed Mondays

Memberships: Yes
Green Fees: Weekday \$35, Weekends \$55
Initiation Fees: Yes

Programs / Fees:
Lessons

Comments:
Private Golf Course

The Sugar Creek Country Club

420 Sugar Creek Blvd.
281.494.9135

Amenities: 9 Holes, Clubhouse, Driving Range, Restaurant, Pro Shop, Putting Green, Lounge, Locker Rooms, Open Year Round

Hours: Daylight, Closed Mondays

Memberships: \$25/year
Green Fees: \$20 or less

Programs / Fees:
Lessons

Comments:
Private Golf Course

The Sweetwater Country Club

4400 Palm Royale Blvd.
281.980.4653

Amenities: 36 Holes, Clubhouse, Driving Range, Restaurant, Pro Shop, Putting Green, Lounge, Locker Rooms, Open Year Round

Hours: Pro Shop Opens 7am

Memberships: Yes
Green Fees: Weekday \$35, Weekends \$60

Programs / Fees:
Lessons

Comments:
Private Golf Course

Camp Yahweh
Fort Bend Country Kids & Cops
Fort Bend Day Camp @ Drake Private School
T.W. Davis YMCA – Richmond
Kidfit
Kidventure
Fort Bend YMCA



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Spike Sport Volleyball
Baseball USA "The Yard"
Eagle Basketball Camp
Wharton Junior College "Kids College"
American Black Belt Academy
Urban Jungle Self Defense
Bayland Community Center
West University Place

Alternative Reservations/Rental Service Providers

Rosenberg Civic Center

Cost: ½ of the Main Hall - \$220.00 First 4 hours
(w/kitchen) \$40.00 Each Additional Hour

½ of the Main Hall - \$180.00 First 4 hours (no
kitchen) \$35.00 Each Additional Hour

Room E - \$200.00 First 4 hours
\$50.00 Each Additional Hour

Deposits: ½ of the Main Hall - \$350.00 w/alcohol
\$200.00 w/out alcohol

Room E - \$100.00 w/alcohol
\$50.00 w/out alcohol

Sq. Footage: ½ of Main Hall - Holds 150 people
Room E - Holds 80 people

Security: 2 officer minimum - \$30.00 per hour

Setup/Cleanup: \$150.00 (if wanted-optional)

Amenities: Tables and Chairs provided

Note: Round Tables are \$3.00 per table extra

First Baptist Church

Cost: On Average - \$150.00

Deposits: \$50.00

Sq. Footage: Fellowship Hall - No estimate

Security: None
Alcohol Fee: No Alcohol Allowed

Setup/Cleanup: Depends on how long party goes

Amenities: Tables and Chairs are provided

Greatwood Club House

Cost: One Room \$150.00
Whole Club House \$300.00
Dance Floor Fee \$250.00

Deposit: \$500.00 (on Sat. non-refundable goes
towards whole cost)
\$200.00 (other days, non-refundable goes
towards whole cost)

Sq. Footage: One Room - Holds 80-90 people
Whole Club House - Holds 150 people (w/dance floor)

Security: None
Alcohol Fee: None
Setup/Cleanup: None

Amenities: Tables and Chairs (White)

Note: different colors are additional charges

Minimum: On Saturday's \$2000.00 spending w/club
(usually done by catering)

Sugar Creek County Club

Cost: Room \$2000.00 minimum
Main Dining Room \$3000.00 minimum

Deposit: 30% of minimum

Sq. Footage: Room Holds up to 120 people
Main Dining Room Holds up to 220 people

Security: Optional \$20.00 per hour

Alcohol Fee: None

Setup/Cleanup: None

Amenities: Tables and Chairs

Pecan Grove Plantation Country Club

Cost: Room \$500.00 Rental Fee
\$300.00 Non-Member Fee
\$150.00 Sponsored Member Fee
\$2500.00 Minimum



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Deposit: 30 % of minimum

Sq. Footage: up to 100 people

Security: N/A

Alcohol Fee: None

Setup/Cleanup: \$200.00 Includes both

Amenities: Tables and Chairs

KC Hall – Sugar Land

Cost: \$750.00

Deposit: \$200.00 (\$100.00 towards damages, \$100.00 towards rental)

Sq. Footage: 250-260 people

Security: \$160.00-2 officers for 4 hrs each

Alcohol Fee: No Fee, but you have to buy Beer and Sodas from the hall-

\$95.00 per keg

\$.75 per can of soda

Setup: No Fee; do it yourself

Cleanup: Included in rental cost

Amenities: Tables and Chairs

VFW Hall– Sugar Land

Cost: \$800.00

Deposit: \$200.00 (\$100.00 –damages, \$100.00-rental)

Sq. Footage: up to 350 people

Security: Included in rental cost

Alcohol Fee: No Fee, but you have to buy Beer, sodas and setups from hall;

\$2.00 per beer bottle

\$1.00 per soda

\$1.50 setups

Setup: Do it yourself

Cleanup: Included in rental cost

Amenities: Table and Chairs

Reservations/Rentals Summary of Private Facilities

Room Size	0-80	80-120	150-220	260-350
Cost	\$175.00	\$150.00 - \$2000.00 *	\$260.00 - \$3000.00 *	\$775.00
Additional Hrs. Cost	\$50.00	N/A	\$40.00	N/A
Deposit	\$75.00	\$550.00	\$583.00	\$200.00***
Setup	N/A	N/A**	N/A	N/A
Cleanup	Optional \$150.00	N/A	\$150.00 Optional **	Included in cost
Security	\$30.00 per hour	\$20.00 per hour	\$25.00 per hour	\$20.00 per hour
Amenities	Tables & Chairs	Tables & Chairs	Tables & Chairs	Tables & Chairs
Alcohol Fee	N/A	N/A	N/A	N/A****

*This is a country club minimum, usually met by the catering fee done by the country club

** Cleanup is sometimes included in the rental cost, depending on the facility

One Country Club has \$200.00 Fee for Setup & Cleanup together (not optional)

***\$100.00 goes towards the rental cost and \$100.00 goes towards damages which is refundable

****No Fee, but you have to buy the Beer, Sodas and Setups from the Hall

\$95.00 per Keg

\$2.00 per Bottle of Beer

\$.75-\$1.00 Sodas

\$1.50 Setups

You are allowed to bring your own wine and liquor



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PUBLIC INPUT & NEEDS ASSESSMENT

National Service Research (NSR) completed a comprehensive research study for the City of Sugar Land, Texas as part of the Comprehensive Park and Recreation Master Plan. An important aspect of the Master Plan was to conduct a demand and needs assessment, which involved citizen input. The purpose of the needs assessment study was to provide a foundation for the Comprehensive Park and Recreation Master Plan that will provide guidance based upon citizen needs and priorities. NSR worked closely with Carter & Burgess, Inc., the City of Sugar Land staff and task force members (comprised of community leaders appointed by city management to provide input and guidance throughout the master plan process) throughout the research process.

In order to complete this study effort, NSR held one public meeting on February 26, 2004, conducted two focus group sessions on March 31, 2004 (random citizens and special interest group citizens) and two focus groups on April 1, 2004 with youth and stakeholders. NSR then designed a mail-out citizen survey. The survey was designed based upon input from the focus groups, public meeting, city staff and task force members. A total of 7,000 surveys were mailed to citizens randomly. A total of 500 surveys were returned and computer tabulated a 5% response rate. The margin of error of this sample size (500) at a 95% confidence level is plus or minus 4.5%. Additionally, a reduced version of the survey was completed by youth in Sugar Land. A total of 137 surveys were completed by youth. Results of the youth survey are included herein.

The citizen and teen survey, detailed survey tables and input from the public meeting and focus groups are presented in the Appendices of the technical volume report.

The following factors were considered in order of importance with weighted values assigned to each:

1. Citizen Input/Survey Results (75%) – The specific needs and requests by the Sugar Land community.

2. Youth Input/Survey Results (25%) – Specific needs as identified by Sugar Land Youth.

A total of 500 citizen survey samples and a total of 137 youth surveys were received for processing. The youth survey's represented approximately 25% of the total responses, and were given a 25% weighted value when determining the priority ranking.

Three-fourths (71%) of Sugar Land citizens and 51% of teens who participated in the survey rated the parks, recreation opportunities and open space as excellent or good.

The Sugar Land Park and Recreation Department and the City newsletter are the most effective communication tools to create awareness about parks, recreation facilities and recreation programs in Sugar Land for citizens. Word of mouth is the most effective communication for teens.

68% of citizens and 93% of teens feel the City of Sugar Land should provide the facilities for a Recreation Center.

The top five facilities citizens want in the Recreation Center (in order of importance): exercise/aerobic/karate/dance room, gymnasium, indoor pool, senior area, and classrooms for programs. Teens want a gym, indoor pool, game/media room and rock climbing.

The top five recreation facilities citizens feel are most needed (in order of importance): hike/bike/jog/run trails, nature trails, open spaces, picnic areas/pavilions, and playgrounds. Teens want a youth/teen center, hike/bike/jog/run trails, water playgrounds, open space/natural areas, bike/inline skate trails, and an aquatic complex.

The top five athletic facilities citizens feel are most needed (in order of importance): basketball courts (indoor and outdoor), tennis courts, soccer fields and a competitive aquatics complex. Teens want indoor basketball, football fields, outdoor basketball, special use parks and practice athletic fields.

Corporate naming/sponsorships are clearly favored by citizens as a funding option for park and recreation



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improvements. Other funding mechanisms generally supported are user fees.

Citizens and teens are clearly in favor of any additional funds being spent on developing new parks and facilities.



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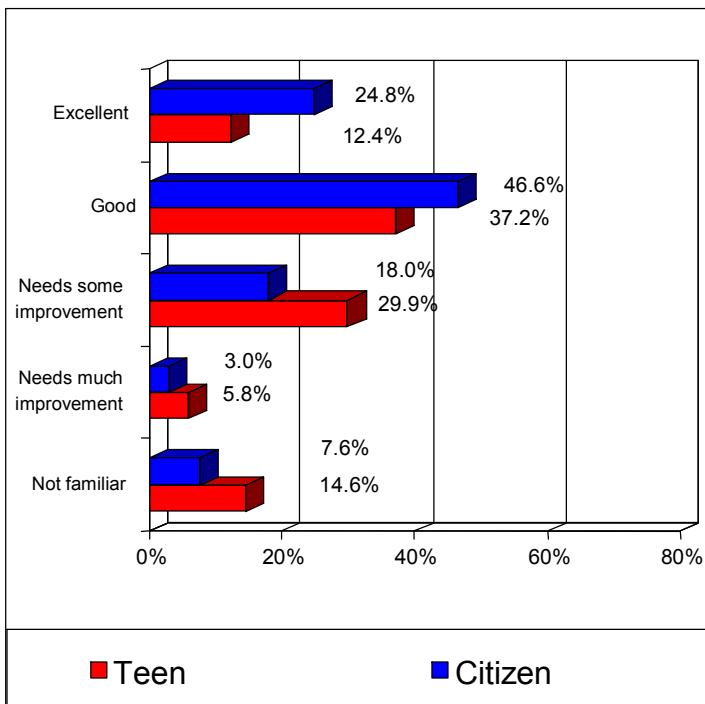
Rating of Parks, Recreation Opportunities and Open Space in Sugar Land

Almost three-fourths (71%) of Sugar Land citizens who participated in the survey rated the parks, recreation opportunities and open space as excellent or good.

Less than one-fifth reported it needs some improvement and only 3% felt much improvement is needed.

Half of the teens rated the parks, recreation opportunities and open space as excellent or good.

30% of the teens felt some improvement is needed.



Frequency of Visiting Parks OUTSIDE Sugar Land

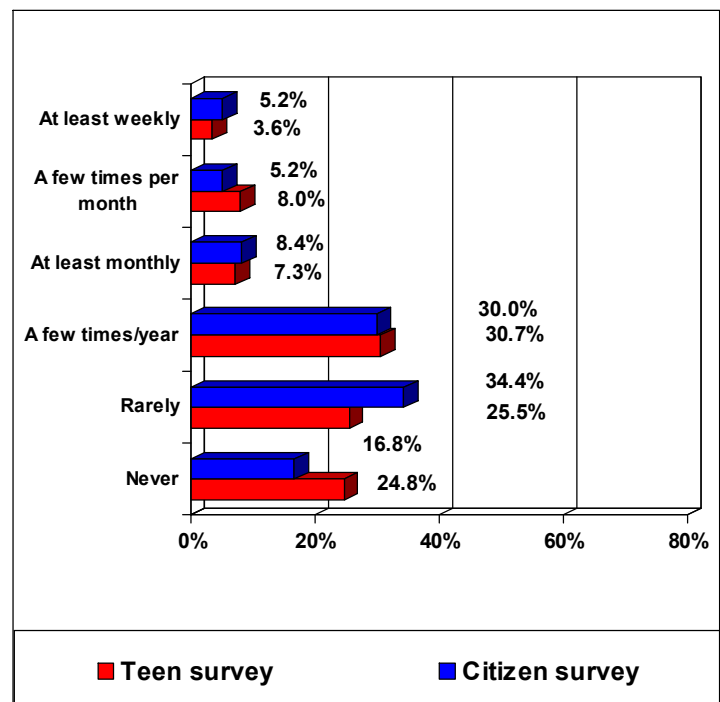
Most Sugar Land respondents (citizens and teens) do not visit parks outside the city very often.

Only 30% visit parks outside the city a few times each year, while 34% of citizens and 26% of teens rarely go outside the city.

The primary reasons for visiting parks outside the city were;

Variety (to use/visit facilities not offered in Sugar Land)

- Larger parks with more amenities and activities
- More natural parks (more trees)
- To attend specific events





Awareness of Sugar Land Park and Recreation Programs/Facilities

The Park and Recreation Department and city newsletter are the most effective communication tools to create awareness about parks, recreation facilities and recreation programs in Sugar Land for citizens.

The City of Sugar Land web site is also an effective communication tool for citizens.

“Other” responses included; newspaper, drove by, neighbors, council meetings, and live near a park.

Teens primarily find out about parks and recreation programs/facilities by word of mouth. 28% of teens do not know how to find out about parks and recreation activities.

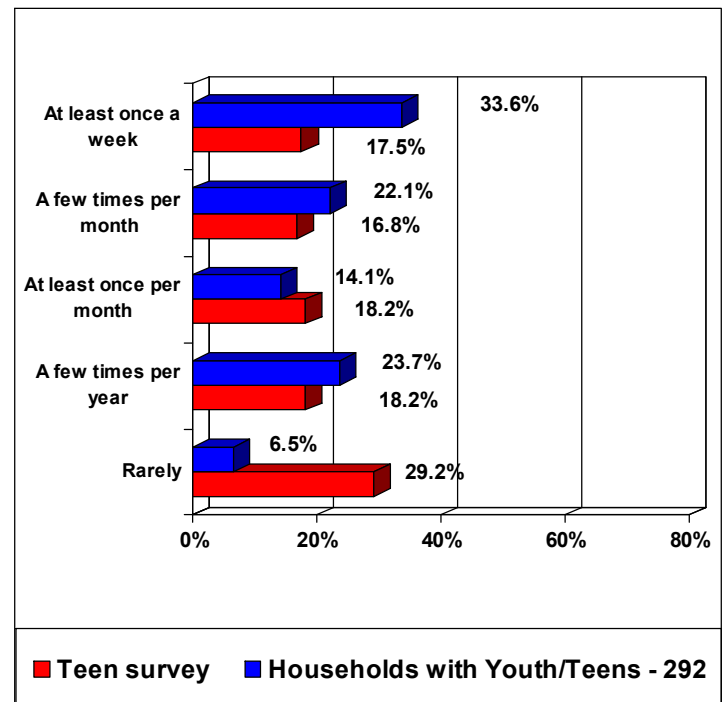
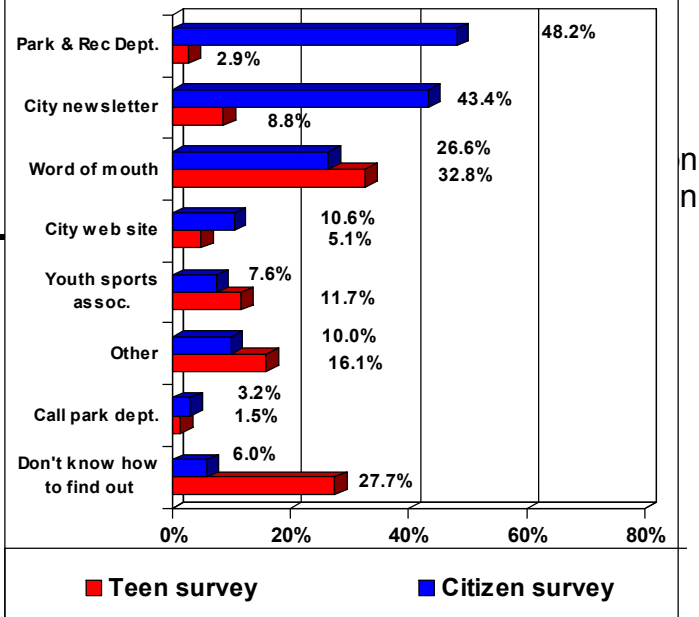
Youth and Teen Use of Parks/Recreation Facilities

Based upon the citizen survey respondents, almost three-fourths (70%) of Sugar Land youth/teens use Sugar Land parks and/or recreation facilities at least once per month or more.

53% of the teens surveyed use parks and recreation facilities at least once per month or more. Only 38% of teens 16 or older use these facilities at least monthly or more.

The citizen survey respondents reported that 28% of youth have participated in a City of Sugar Land recreation program within the past year.

According to the teens surveyed, 42% have participated in a recreation program within the past year.



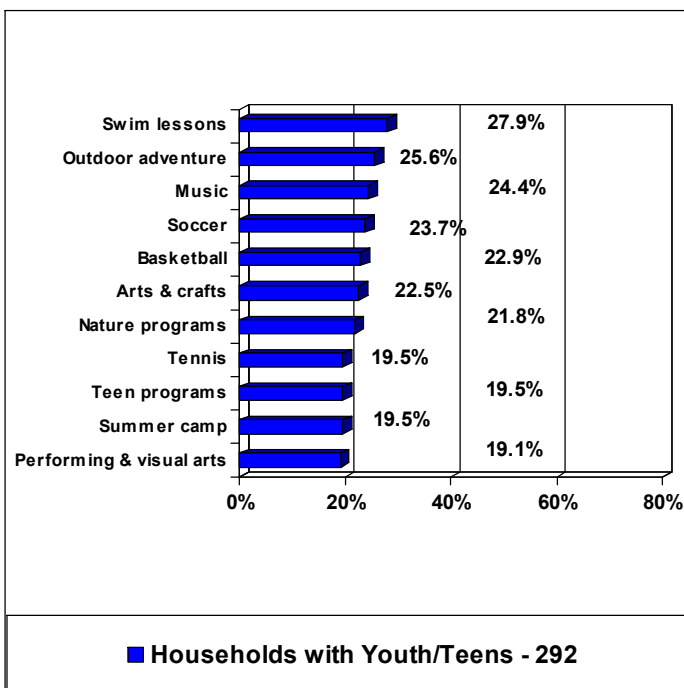


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Youth and Teen Programs of Interest (Citizen Survey)

Based upon the citizen survey, the top eleven program opportunities youth/teens are most interested are presented in the chart.

Top Youth/Teen Programs of Interest



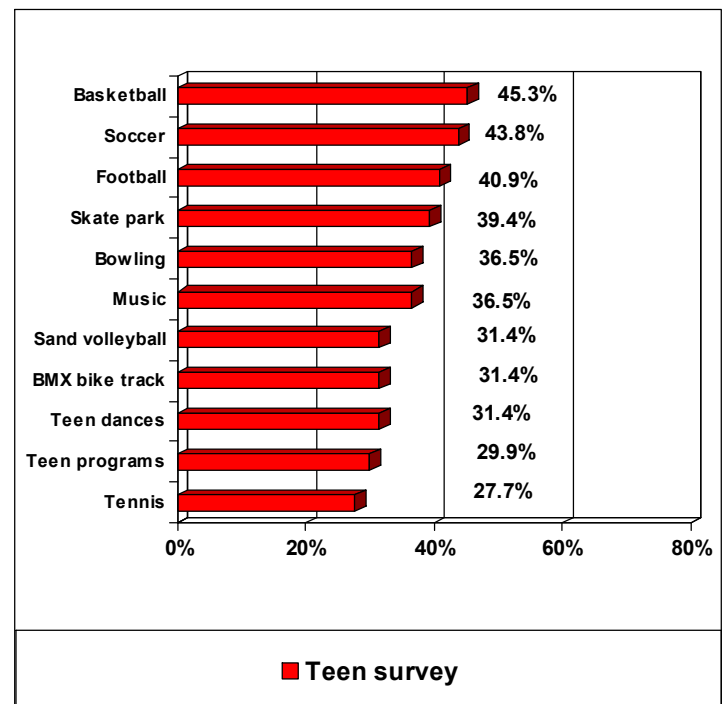
Other programs of interest were

Fitness activities	17.9%
Skate park	17.6
Gymnastics	16.0
After school programs	15.6
Computer classes	15.6
Bowling	14.9
Teen dances	14.1
Volleyball	13.7
Baseball	13.4
Preschool programs	13.4

Youth and Teen Programs of Interest (Teen Survey)

Based upon the teen survey, the top eleven program opportunities youth/teens are most interested are presented in the chart.

Top Youth/Teen Programs of Interest



Other programs of interest were

Baseball	27.0%
Swim lessons	27.0
Volleyball	25.5
Boating	25.5
Arts and crafts	24.8
Summer camp	24.8
Outdoor adventure	22.6
Fitness activities	19.0
Visual/performing arts	19.0
In-line hockey	18.2



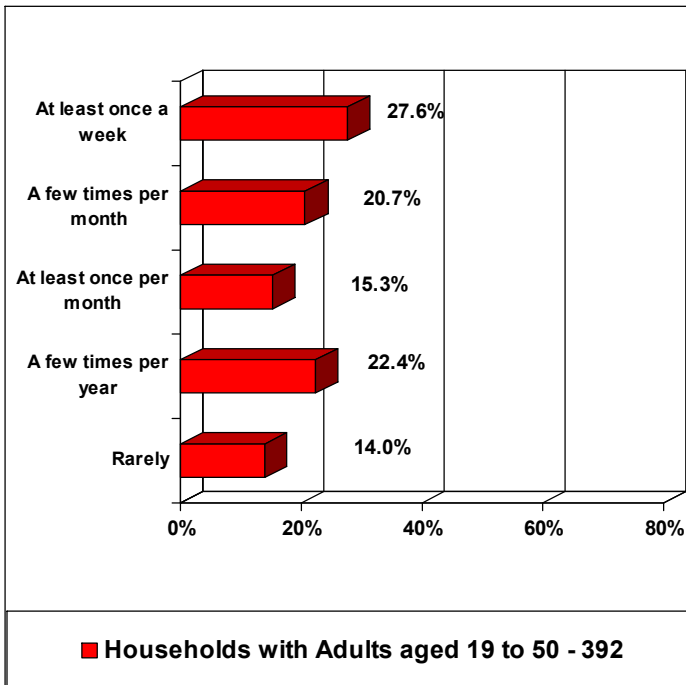
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Adult Use of Parks/Recreation Facilities

More than half (64%) of Sugar Land adults use Sugar Land parks and/or recreation facilities at least once per month or more.

14% rarely use the parks and one in five only use them a few times per year.

15% of adults have participated in a City of Sugar Land recreation program within the past year.

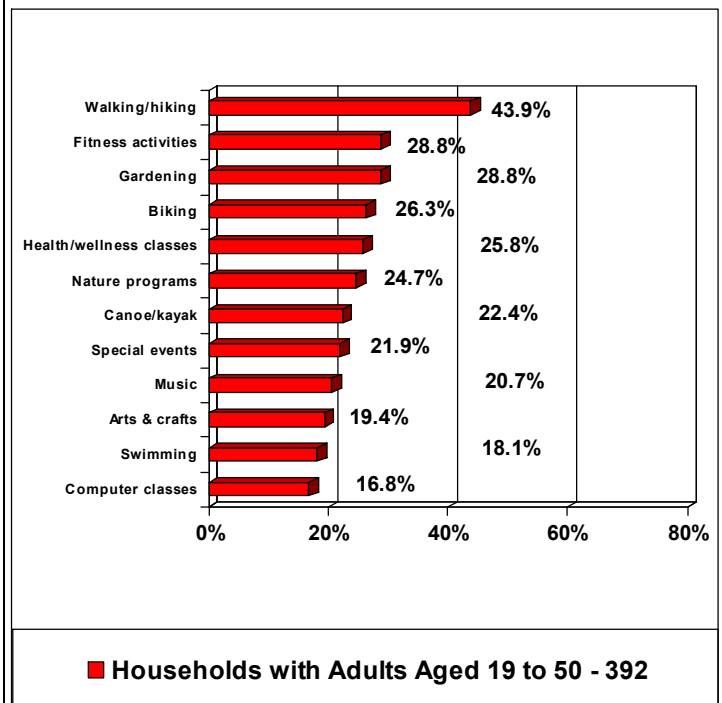


Adult Programs of Interest

The top twelve program opportunities adults are most interested are presented in the chart.

Other programs of interest were:

Personal development	16.6%
Running	16.3
Tennis	15.1
Visual/performing arts	14.5
Water aerobics	14.3





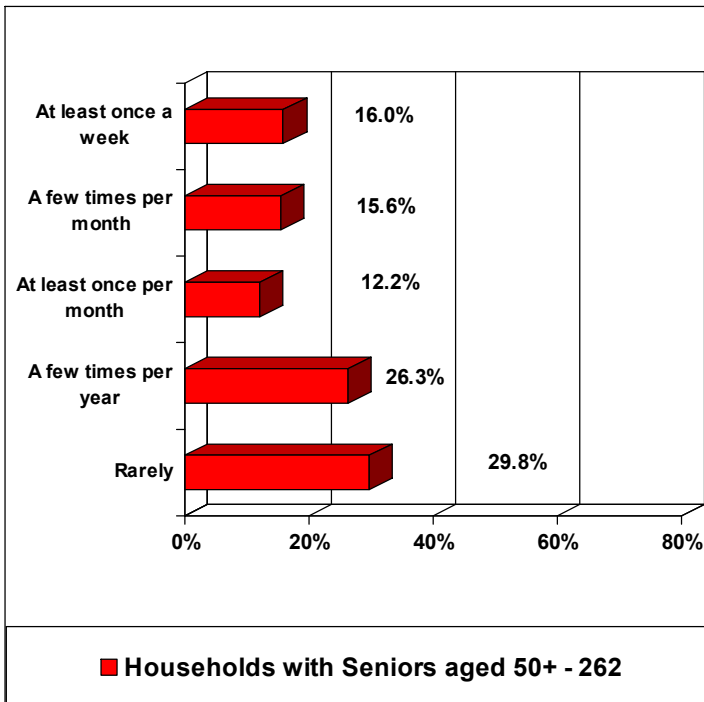
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Senior Use of Parks/Recreation Facilities

Less than half (44%) of seniors use Sugar Land parks and/or recreation facilities at least once per month or more.

30% rarely use the parks or recreation facilities.

20% have participated in a City of Sugar Land recreation program within the past year.

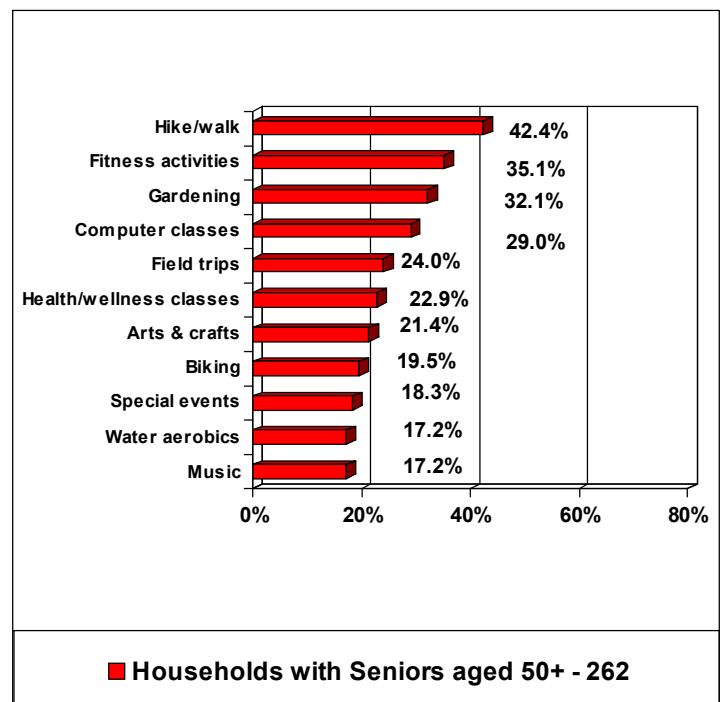


Senior Programs of Interest

The top ten program opportunities seniors are most interested are presented in the chart.

Other programs of interest were:

Bridge/cards	14.9
Socials	14.5
Visual/performing arts	12.6
Swimming	11.1
Language	11.1
Woodworking	9.5





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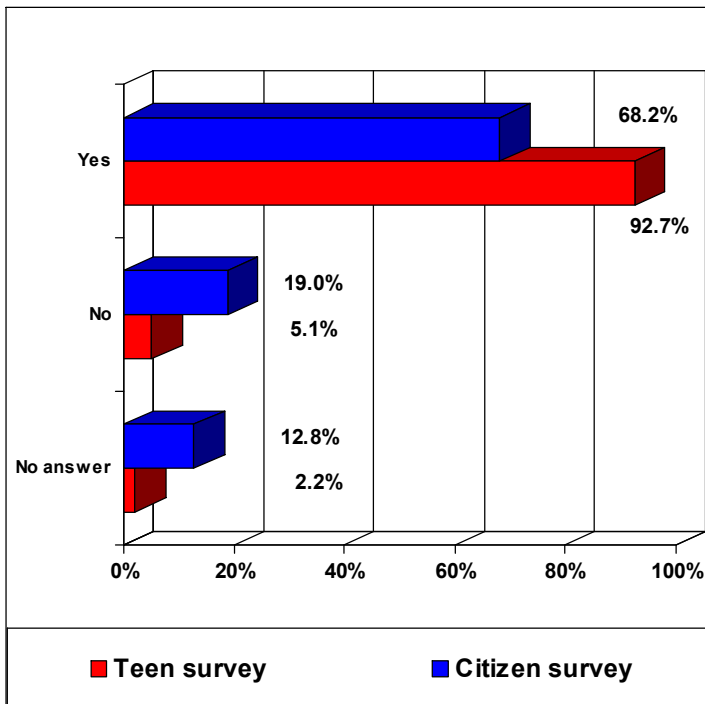
Recreation Center Issues

A majority of citizen and teen respondents feel the City should provide a recreation center.

74% of households with children feel the City should provide the facilities for a recreation center.

66% of all citizen respondents reported they would use a recreation center if it were located in the City of Sugar Land. 76% of households with children said they would use a recreation center in the City.

50% of citizens would pay a fee to use the Recreation Center, 36% would not and 14% did not know if they would be willing to pay a fee.



86% of teens said they would use a recreation center if it was located in the City. 23% would pay a fee to use the center.

Recreation Center Facility Needs – Citizen Survey

Important elements in planning for the future Recreation Center in Sugar Land are the recreation facilities the citizens feel are needed in the Center. The table below presents the facilities that the citizens felt are needed in order of importance. The mean rating scale is: 4=very important, 3=somewhat important, 2=somewhat unimportant and 1=not important. Those who had no opinion or were not familiar with the need for a particular facility were excluded from the mean score calculation.

The first column presents the facility, the second column presents the percentage of respondents who scored the facility as “definitely needed” or a “4” score for all 500 respondents, those who reside North of Hwy 59, those who reside south of Hwy. 59 and the fourth column presents the overall mean score.

Recreation Center Facility	% Responding Very Important			Overall Mean Score
	Overall	North	South	
Exercise/aerobic/karate/dance room	35.2%	34.1%	36.3%	3.12
Gymnasium	31.0	32.3	29.9	2.92
Indoor Swimming Pool	27.2	28.0	26.6	2.83
Senior Citizen Area	26.2	27.4	25.4	2.89
Classrooms for Programs	23.0	22.6	23.3	2.86
Teen Area	20.0	20.7	19.6	2.77
Meeting Rooms	17.2	22.0	15.1	2.58
Weight Room	17.0	14.6	17.8	2.54
Cooking/Kitchen Facility	16.2	16.5	16.0	2.43
Indoor Track	15.2	15.9	14.8	2.47
Computer Lab	15.2	14.6	15.4	2.39
Arts and Crafts Room	14.8	14.0	14.8	2.46
Game/Media Rooms	12.6	16.5	10.6	2.35
Rock Climbing Wall	9.4	9.1	9.4	2.11
Racquetball	8.2	5.5	9.1	2.10



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Recreation Center Facility Needs – Teen Survey

Important elements in planning for the future Recreation Center in Sugar Land are the recreation facilities the teens feel are needed in the Center. The table below presents the facilities that the citizens felt are needed in order of importance. The mean rating scale is: 4=very important, 3=somewhat important, 2=somewhat unimportant and 1=not important. Those who had no opinion or were not familiar with the need for a particular facility were excluded from the mean score calculation.

The first column presents the facility, the second column presents the percentage of respondents who scored the facility as “definitely needed” or a “4” score and the third column presents the mean score.

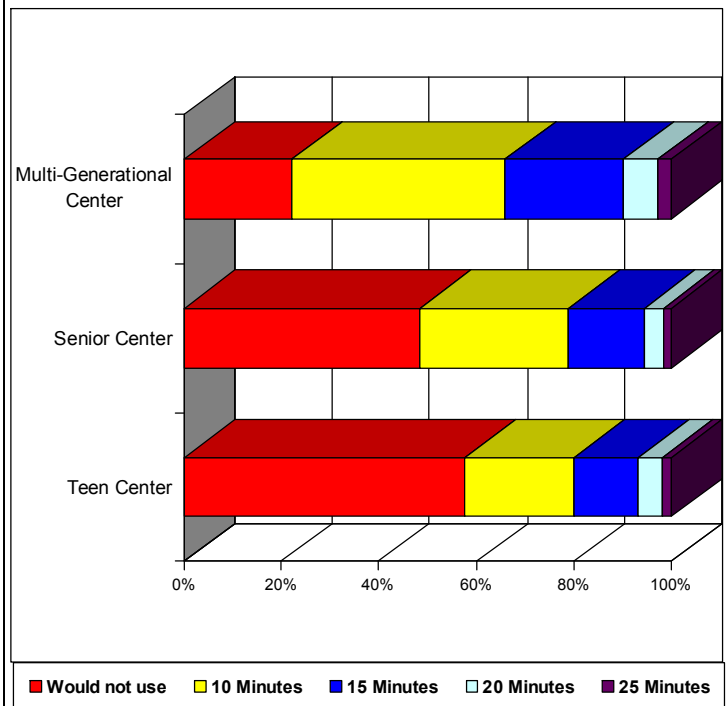
Recreation Center Facility	% Responding Very Important	Mean Score
Gymnasium	63.5%	3.47
Indoor Pool	59.9	3.48
Game/Media Rooms	59.1	3.40
Rock Climbing Wall	48.2	3.13
Teen Area	43.8	3.19
Weight Room	33.6	2.91
Exercise/aerobic/karate/ dance room	32.8	2.94
Computer Lab	21.2	2.64
Classrooms for Recreation Programs	19.7	2.48
Indoor Track	19.7	2.63
Senior Citizen Area	19.0	2.51
Cooking/Kitchen Facility	15.3	2.31
Racquetball Courts	13.1	2.34
Arts and Crafts Room	13.1	2.19
Meeting Rooms	12.4	2.21

Maximum acceptable Length You Would Drive to a Sugar Land Recreation Center: Teen Center, Senior Center, Multi- Generational Center (Citizen Survey)

A majority (78%) of citizen respondents would use the multi-generational (a center for all age groups) recreation center and are willing to drive 10 to 15 minutes to get there.

51% would use a senior center and a majority would drive 10 to 15 minutes to get there.

41% would use a teen center and a majority would drive 10 to 15 minutes to get there.



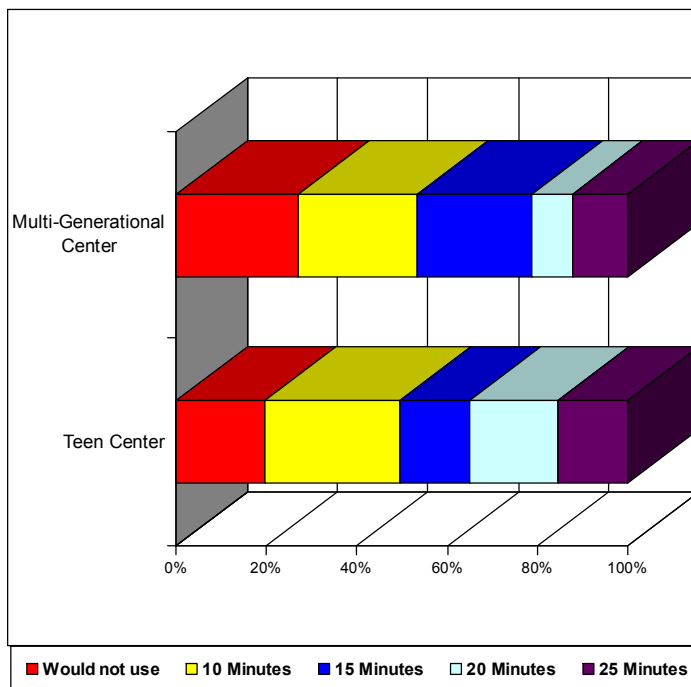


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Maximum acceptable Length You Would Drive to a Sugar Land Recreation Center: Teen Center, Senior Center, Multi- Generational Center (Teen Survey)

A majority (73%) of teen respondents would use the multi-generational recreation center and are willing to drive 10 to 15 minutes to get there.

80% would use a teen center and a majority would drive 10 to 15 minutes to get there.



Needed Park Facilities – Citizen Survey

Important elements in planning for the future of Sugar Land are the recreation facilities the citizens feel are needed. The table below presents the facilities that the citizens felt are needed in order of importance.

The mean rating scale is calculated as: 4=definitely needed, 3=somewhat needed, 2=somewhat unneeded and 1=not needed. Those who had no opinion or were not familiar with the need for a particular facility were excluded from the mean score calculation.

The first column presents the facility, the second column presents the percentage of respondents who scored the facility as “definitely needed” or a “4” score for all 500 respondents, those who reside North of Hwy. 59, those who reside south of Hwy. 59 and the fourth column presents the overall mean score.

Park Facility	% Responding Definitely Needed			Overall Mean Score
	Overall	North	South	
Trails-Hike/Bike/Walk/Jog/Run	44.6%	43.3%	44.7%	3.33
Trails-Nature Trails/Greenway Corridors	39.0	42.7	36.9	3.26
Open Spaces/Natural Spaces	38.2	41.5	36.9	3.22
Picnic Areas/Pavilions	33.8	36.0	32.9	3.11
Playgrounds for Children	31.8	31.7	32.0	3.02
Trails-Bike and Inline	25.4	25.0	25.4	2.84
Skates Only				
Amphitheater (seats 10,000)	23.8	18.3	26.6	2.85
Youth/Teen Center	22.2	21.3	23.0	2.74
Aquatic Complex	22.8	23.8	22.4	2.62
Special Events/Festival Facilities	20.8	22.0	19.9	2.74
Senior Center	20.2	23.8	18.4	2.74
Water Playgrounds	20.0	20.7	19.6	2.63
Canoe Launch on Brazos River	19.0	20.1	18.4	2.60
Amphitheater (seats 20,000)	18.6	15.2	20.2	2.41
Nature Center	17.6	22.6	15.1	2.63
Cultural Arts Center	16.0	15.9	16.0	2.59
Fitness Stations Along Trails	14.2	15.2	13.6	2.46
Dog Park	13.2	13.4	13.0	2.25
Community Garden	11.4	14.0	10.0	2.27
Public Art/Sculptures	11.4	11.0	11.8	2.14
Trails-Equestrian	8.2	7.9	7.9	1.97
Botanic/Chinese Gardens	7.2	7.9	6.9	2.00
Disc Golf	3.0	3.0	2.4	1.67



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Needed Park Facilities – Teen Survey

Important elements in planning for the future of Sugar Land are the recreation facilities the citizens feel are needed. The table below presents the facilities that the citizens felt are needed in order of importance.

The mean rating scale is calculated as: 4=definitely needed, 3=somewhat needed, 2=somewhat unneeded and 1=not needed. Those who had no opinion or were not familiar with the need for a particular facility were excluded from the mean score calculation.

The first column presents the facility, the second column presents the percentage of respondents who scored the facility as “definitely needed” or a “4” score and the third column presents the mean score.

<u>Park Facility</u>	<u>% Responding Definitely Needed</u>	<u>Mean Score</u>
Youth/Teen Center	46.7%	3.24
Trails-Hike/Bike/Walk/ Jog/Run	44.5	3.20
Water Playgrounds	41.6	3.11
Open Spaces/Natural Areas	40.9	3.14
Trails-Bike and Inline Skate Only	39.4	3.12
Aquatic Complex	38.0	3.11
Amphitheater (seats 20,000)	35.8	3.04
Picnic Areas/Pavilions	35.0	3.03
Trails-Nature Trails/ Greenway Corridors	33.6	3.00
Special Events/Festival Facilities	33.6	2.91
Playgrounds for Children	29.2	2.90
Dog Park	26.3	2.72
Amphitheater (seats 10,000)	22.6	2.85
Canoe Launch on Brazos River	22.6	2.70
Nature Center	22.6	2.68
Fitness Stations Along Trails	22.6	2.65
Trails-Equestrian	20.4	2.65
Botanic/Chinese Gardens	20.4	2.42
Senior Center	19.0	2.63
Public Art/Sculptures	17.5	2.38
Cultural Arts Center	16.8	2.55
Disc Golf	14.6	2.43
Community Garden	13.9	2.37

Needed Athletic Facilities – Citizen Survey

Important elements in planning for the future of Sugar Land are the athletic facilities the citizens feel are needed. The table below presents the athletic facilities that the citizens felt are needed in order of importance.

The mean rating scale is calculated as: 4=definitely needed, 3=somewhat needed, 2=somewhat unneeded and 1=not needed. Those who had no opinion or were not familiar with the need for a particular facility were excluded from the mean score calculation.

The first column presents the facility, the second column presents the percentage of respondents who scored the facility as “definitely needed” or a “4” score, and the third column is the mean score.

<u>Athletic Facility</u>	<u>% Responding Definitely Needed</u>	<u>Mean Score</u>
Basketball Courts (indoor)	14.2%	2.38
Basketball Courts (outdoor)	13.4	2.38
Tennis Courts	12.2	2.47
Soccer Fields	11.2	2.32
Competitive Aquatics Complex	11.2	2.29
Indoor Volleyball	8.2	2.21
Baseball Fields	8.0	2.18
Special Use Parks (skate boarding/inline skate/BMX)	8.0	2.15
Softball Fields	7.8	2.24
Sand Volleyball Courts	7.2	2.12
Multi-Purpose Fields	6.4	2.09
Indoor Soccer	6.0	1.93
Practice Athletic Fields	5.8	2.16
Football Fields	3.6	1.83



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Needed Athletic Facilities – Teen Survey

Important elements in planning for the future of Sugar Land are the athletic facilities the citizens feel are needed. The table below presents the athletic facilities that the citizens felt are needed in order of importance.

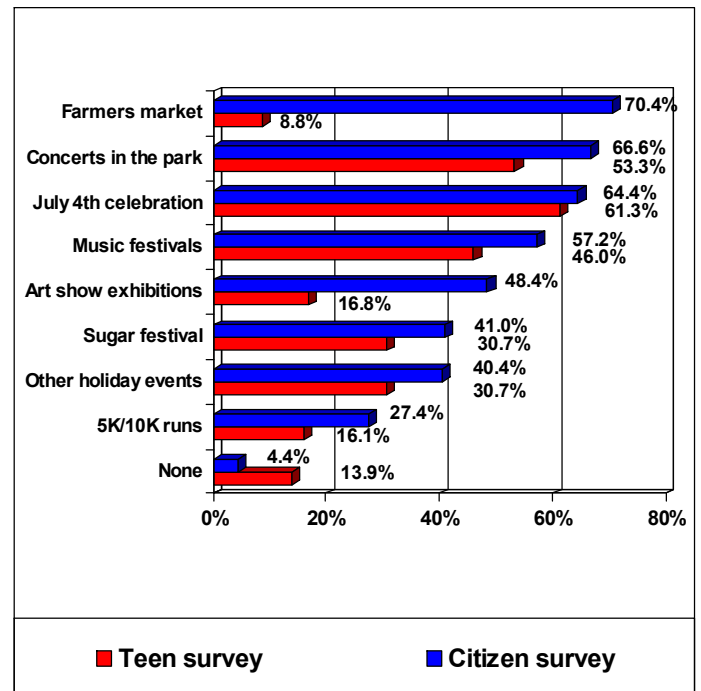
The mean rating scale is calculated as: 4=definitely needed, 3=somewhat needed, 2=somewhat unneeded and 1=not needed. Those who had no opinion or were not familiar with the need for a particular facility were excluded from the mean score calculation.

The first column presents the facility, the second column presents the percentage of respondents who scored the facility as “definitely needed” or a “4” score, and the third column is the mean score.

Athletic Facility	% Responding Definitely Needed	Mean Score
Basketball Courts (indoor)	43.1%	3.19
Football Fields	43.1	3.19
Basketball Courts (outdoor)	43.1	3.14
Special Use Parks (skate boarding/inline skate/BMX)	41.6	3.18
Practice Athletic Fields	40.9	3.12
Sand Volleyball Courts	40.1	3.14
Soccer Fields	40.1	3.14
Competitive Aquatics Complex	36.5	3.17
Indoor Soccer	35.8	2.97
Baseball Fields	32.8	2.99
Multi-Purpose Fields	32.1	2.95
Indoor Volleyball	30.7	2.90
Tennis Courts	29.9	2.86
Softball Fields	27.0	2.85

Which Special Events Would You Attend if Offered in Sugar Land?

Sugar Land survey respondents of all ages are interested in attending various special events if offered in the City.

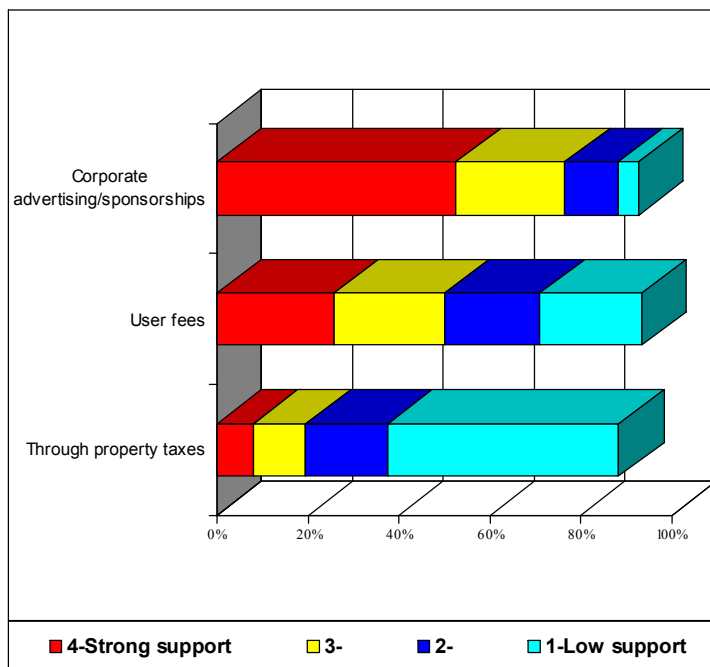




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Funding Options to Support Park and Recreation Improvements – Citizen Survey

This graph clearly shows that corporate naming/sponsorships are clearly favored by citizens as a funding option for park and recreation improvements.

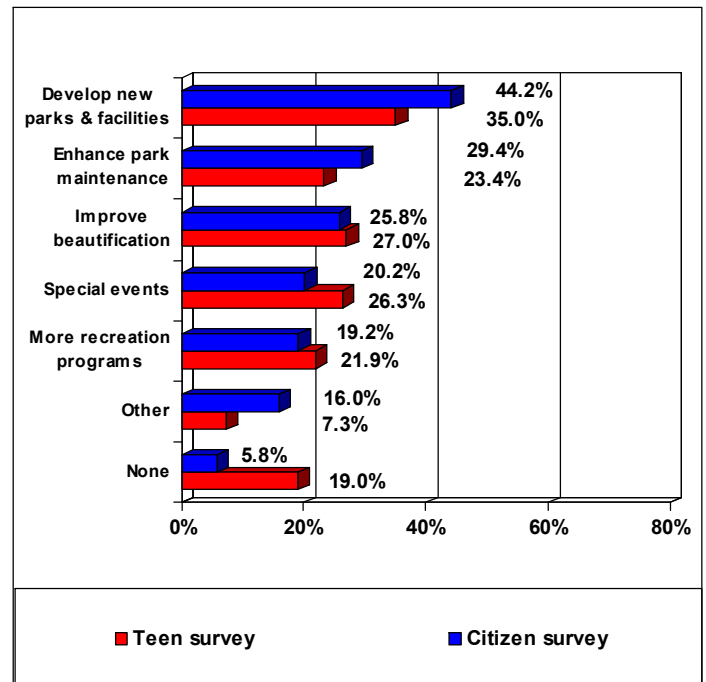


If the City of Sugar Land Park and Recreation Department had additional funds, in which area would you want those funds spent?

Citizens and teens are clearly in favor of any additional funds being spent on developing new parks and facilities.

29% of citizens and 23% of teens favored enhanced park maintenance.

One-fourth of citizens and 27% of teens favored spending additional funds on city beautification in parks.





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Additional Written Comments Received in the Citizen and Teen Surveys Concerning Sugar Land Parks, Recreation Programs and Facilities

A total of 246 of 500 respondents wrote comments about their thoughts of the most important needs or issues concerning Sugar Land parks, recreation programs and facilities and provided these primary comments (the number of responses are provided in parenthesis):

- Trails and passive open/natural spaces (trees/shade areas) (56)
- Many comments focused on safety, security, lighting, etc. (38)
- Upkeep and good maintenance of the parks (35)
- Sports facilities such as tennis courts, basketball courts, swimming, soccer fields (16)
- More after school and summer programs for youth and teens (16)
- Activities/facilities for children such as playground equipment (14)
- Picnic facilities and pavilions (6)
- Safe place for dogs to run and swim. An off leash area for dogs (5)
- Amphitheater (8)
- Adequate parking in parks (6)

A total of 58 of 137 teens wrote comments about their thoughts of the most important needs/issues concerning Sugar Land parks and provided these primary comments:

- More activities for teens (teen center, programs, etc.)
- Several comments focused on security and safety of parks (lighting at night, etc.)
- Upkeep and maintenance of parks
- More sports facilities (basketball, rock climbing, baseball, skate park)
- More clean restrooms

Demographics

The typical respondent has lived in Sugar Land 14 years, has a household size of 3.2 persons and is 51 years of age.

51% of households have children residing within their household.

Age groups represented in household (citizen survey):

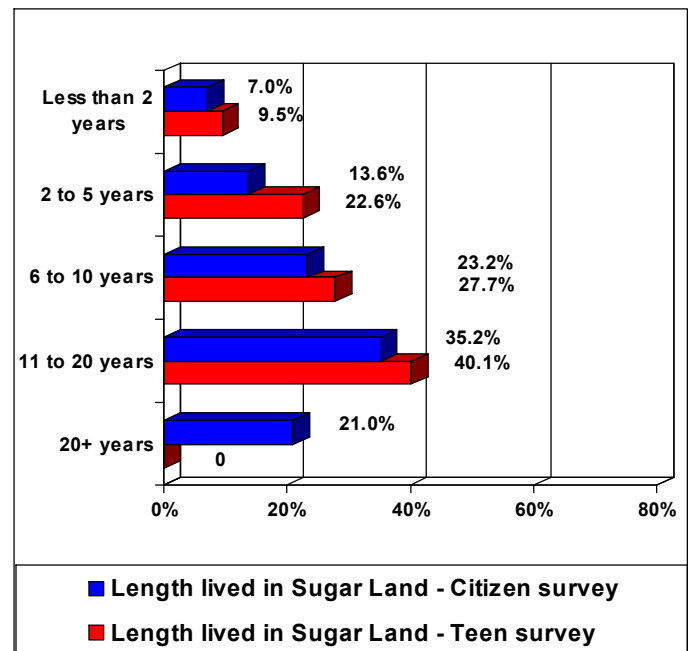
- 0 to 5 years old 17.1%
- 6 to 10 years old 17.5
- 11 to 13 years old 16.1
- 14 to 18 years old 23.8
- No children in house 49.2

Age of respondents (citizen survey):

- Under 35 9.8%
- 35 to 44 23.0
- 45 to 54 35.2
- 55 to 64 18.4
- 65+ 13.2

Age of respondents (teen survey):

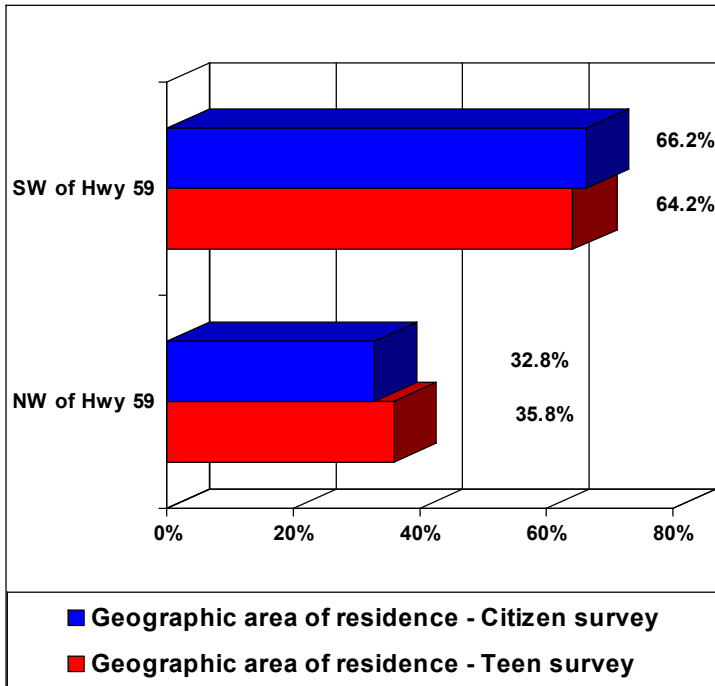
- 13 and under 54.0%
- 14 to 16 30.7
- 16+ 15.4





Geographic Area of Residence

Approximately two-thirds of the survey respondents reside South and West of Hwy. 59 and one-third reside North and West of Hwy. 59.





STANDARDS ANALYSIS

The adequacy of existing parks, recreation facilities and open spaces is determined by comparing the needs of the present and forecasted populations of Sugar Land to specific goals and guidelines. This Parks, Recreation and Open Space Master Plan includes the guidelines established by the National Recreation and Park Association (NRPA) as included in the 1990 printing of *Recreation, Park and Open Space Standards and Guidelines* and the 1995 printing of *Park, Recreation, Open Space and Greenway Guidelines*. The NRPA guidelines have generally been the most widely accepted and used guidelines of their type, especially by local governments. This section includes a comparison of Sugar Land to national guidelines based upon park acreage per population.

Criteria for Guidelines

The most common standards for park planning guidelines, as recognized by park and recreation professionals, are the published guidelines by the NRPA. As written in the introduction, the NRPA recognizes the importance of establishing and using park and recreation guidelines as:

1. A national expression of minimum acceptable facilities for the citizens of urban and rural communities.
2. A guideline to determine land requirements for various kinds of park and recreation areas and facilities.
3. A basis for relating recreation needs to spatial analysis within a community wide system of parks and open space areas.
4. One of the major structuring elements that can be used to guide and assist regional development.
5. A means to justify the need for parks and open space within the overall land use pattern of a region or community.

The purpose of this document is to present park and recreation space guidelines that are applicable for planning, acquisition, and development of parks, recreation, and open space lands, at the community level. ***These guidelines should be viewed as a guide. They address minimum, not maximum, goals to be achieved. The guidelines are to be coupled with conventional wisdom and judgement***

relating to the particular situation to which they are applied and specific local needs.

Park Classification System

When evaluating existing or future parks in Sugar Land, it is necessary to classify each park by type, size, service area, and acres per 1,000 population. The following seven classifications for parks will be used in this Parks, Recreation and Open Space Master Plan:

Mini-Park

The mini-park is used to address limited, isolated or unique recreational needs of concentrated populations. Typically less than 1/4 mile apart in a residential setting, the size of a mini-park ranges between 2500 square feet and one acre in size. These parks may be either active or passive, but speak to a specific recreational need rather than a particular population density.

Neighborhood Park

Neighborhood parks serve a variety of age groups within a limited area or neighborhoods. They range in size from 1-15 acres and generally serve residents within a 3 to 2 mile radius. The neighborhood park is an area for active recreation such as field games, court games, playgrounds, picnicking, etc. Facilities are generally unlighted and there is limited parking, if any, on site. NRPA guidelines for these parks are 1.0 - 2.0 acres per 1,000 population.

Community Park

Community parks are larger than neighborhood parks and serve several neighborhoods. They range in size from 16-99 acres and serve the entire city. The community park may be a natural area or developed area for a variety of outdoor recreation such as ballfields, playgrounds, boating, fishing, swimming, camping, picnicking, and trail systems. NRPA guidelines for these parks are 5-8 acres per 1,000 population.

Regional Park

Regional parks are large park facilities that serve several communities. They range in size from 100-499 acres and serve the entire city. The regional park is a natural area or developed area for a variety of outdoor recreation such as ballfields, playgrounds, boating, fishing, swimming, camping, picnicking, and trail



systems. NRPA guidelines for these parks are 5-10 acres per 1,000 population.

Special Use Areas

Special use areas and parks are for specialized or single purpose recreation activities. NRPA defines these as areas such as historical areas, nature centers, marinas, zoos, conservatories, arboretums, arenas, amphitheaters, plazas or community squares. There are no specific standards for size or acreage since each community will vary.

Greenways/Linear Parks

Greenways and linear parks can be built along creek corridors, easements, public rights-of-way, and floodplains to effectively tie all of the parks together to form a continuous park system. They allow for safe and uninterrupted pedestrian movement between parks as well as increase the value of residential properties adjacent to them. Typically, the linear park is developed for recreational uses such as walking, jogging, biking, roller-blading, hiking and horseback riding. NRPA does not have specific guidelines for linear parks other than their size should be sufficient to protect the resource and provide maximum usage.

Natural Resource Areas

Natural resource areas are environmentally sensitive lands set aside for the preservation of significant natural resources, open space and other visually pleasing spaces. The location of these parks depends on the availability of the natural resource. For this reason, the size of the park is widely variable.



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NRPA Park Acreage Guidelines

Type	Size/Acres	Service Area	Acres per 1,000 Population
Mini-Park	2,500 sf – 1 Acre	Less than ¼ mile distance in residential setting	Variable
Neighborhood Park	1 – 15 Acres	One neighborhood ¼ to ½ mile radius	1.0 – 2.0 Acres
Community Park	16 – 99 Acres	Several neighborhoods 2 mile radius	5.0 – 8.0 Acres
Regional Park	100 – 499 Acres	Several communities under 1 hour driving	5.0 – 10.0 Acres
Special Use Areas	Varies	No applicable standard	Variable
Greenways/ Linear Park	Sufficient width to protect the natural resource and provide maximum use	No applicable standard	Variable
Natural Resource Areas	Resource availability and opportunity	Variable	Variable
TOTAL			11.00 – 20.00 Acres

Guidelines from Park, Recreation, Open Space and Greenway Guidelines, p. 94, 1995; and Recreation, Park and Open Space Standards and Guidelines, p. 56-57, 4th printing 1990, both publications of the National Recreation and Park Association.

Comparison of City of Sugar Land Park Land Acreage and NRPA Guidelines

Based upon the NRPA standards for each of the previous park classifications, the recommended park acreage per 1,000 population ranges from 11.00 to 20.00 acres. The City of Sugar Land includes a total of 896.30 acres for a ratio of 12.86 acres per 1,000 population at its current population of 69,720 in 2004. The tables on the following pages summarize the NRPA acreage standards and the standards applied to the existing park land in Sugar Land.

EXISTING CITY OF SUGAR LAND PARK ACREAGE		
Mini-Park		0.00
Neighborhood	Colony Bend Park	5.00
	Covington West Park	.50
	Highlands Park	5.00
	Lonnie Green Park	2.00
	Macco Park	7.20
	Mayfield Park	1.50
	Meadow Lake Park	5.10
	Ron Slockett Memorial Park	8.60
	Sugar Lakes Park	3.60
	Sugar Mill Park	5.30
	Thomas L. James Park	.50
		44.30
Community	City Park	19.90
	Eldridge Park	43.00
	First Colony Park	21.30
	Imperial Park	41.00
	Lost Creek Park	21.00
	Oyster Creek Park	108.00
		254.20
Regional Park	Brazos River Corridor	529.00
	Duhacsek	49.00
		578.00
Special Use Areas	Sugar Land Community Center	1.80
Greenways/ Linear Parks		0.00
Natural Resource Areas	Gannoway Lake Property	18.00
TOTAL PARK ACREAGES		896.30



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NRPA PARK ACREAGE GUIDELINES APPLIED TO SUGAR LAND PARK LAND

Park Facility	Existing Acreage	NRPA Guidelines for 2004 Population of 69,720 ^A	NRPA Guidelines for Projected 2010 Population of 82,796 ^A
		Range in Acres	Range in Acres
Mini Parks	0.00	--	--
Neighborhood	44.30	69.72 ac. to 139.44 ac.	82.80 ac. to 165.60 ac.
Community Parks	254.20	348.60 ac. to 557.76 ac.	413.98 ac. to 662.37 ac.
Regional Park	578.00	348.60 ac. to 697.20 ac.	413.98 ac. to 827.96 ac.
Special Use Areas	1.80	Varies	Varies
Greenways/ Linear Parks	0.00	Varies	Varies
Natural Resource Areas	18.00	Varies	Varies
TOTALS	896.30	766.92 ac. to 1,394.40 ac.	910.76 ac. to 1,655.93 ac.

A. Population numbers provided by City of Sugar Land.



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NRPA PARK ACREAGE GUIDELINES COMPARED TO 2004 POPULATION IN SUGAR LAND

	Existing Acreage	NRPA Guidelines for 2004 Population of 69,720 ^A	Difference Between NRPA Guidelines and Existing Sugar Land Parks
		Range in Acres	Range in Acres
Mini Parks	0.00	--	--
Neighborhood	44.30	69.72 ac. to 139.44 ac.	(-25.42 ac.) to (-95.14 ac.)
Community Parks	254.20	348.60 ac. to 557.76 ac.	(-94.40 ac.) to (-303.56 ac.)
Regional Park	578.00	348.60 ac. to 697.20 ac.	+229.40 ac. to (-119.20 ac.)
Special Use Areas	1.80	Varies	+1.80 ac.
Greenways/ Linear Parks	0.00	Varies	Varies
Natural Resource Areas	18.00	Varies	+18.00 ac.
TOTALS	896.30	766.92 ac. to 1,394.40 ac.	+129.38 ac. to (-498.10 ac.)

A. Population numbers provided by City of Sugar Land.



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NRPA PARK ACREAGE GUIDELINES COMPARED TO 2010 POPULATION IN SUGAR LAND

	Existing Acreage	NRPA Guidelines for 2010 Population of 82,796 ^A	Difference Between NRPA Guidelines and Existing Sugar Land Parks
		Range in Acres	Range in Acres
Mini Parks	0.00	--	--
Neighborhood	44.30	82.80 ac. to 165.60 ac.	(-38.50 ac.) to (-121.30 ac.)
Community Parks	254.20	413.98 ac. to 662.37 ac.	(-159.78 ac.) to (-408.17 ac.)
Regional Park	578.00	413.98 ac. to 827.96 ac.	164.02 ac. to (-249.96 ac.)
Special Use Areas	1.80	Varies	+1.80
Greenways/ Linear Parks	0.00	Varies	Varies
Natural Resource Areas	18.00	Varies	+18.00 ac.
TOTALS	896.30	910.76 ac. to 1,655.93 ac.	(-14.46 ac.) to (-759.63 ac.)

A. Population numbers provided by City of Sugar Land.



**Insert Existing Neighborhood Parks & HOA Parks Service Map – PAGE
113**



Insert Existing Community Park Map – PAGE 114



Insert Existing Regional Parks Map – PAGE 115



COMPARISON OF FACILITY DEVELOPMENT AND LOCAL GUIDELINES

The adequacy of existing parks, recreation facilities, and open spaces were evaluated by comparing the needs of present and forecasted populations to specific facility standards. Historically, NRPA has published facility standards in documents such as *Recreation, Parks and Open Space Standards and guidelines*. These standards provide recommendations for park facilities per thousand (1,000) population. However, these standards are normalized across the United States and do not take into account climate, population diversity, and recreation trends in specific regions of the country. Using NRPA standards as a reference, facility standards were developed to guide the planning of park and recreation facilities in Sugar Land.

These facility standards should be viewed as a guide. They address goals to be achieved. The standards are to be coupled with conventional wisdom and judgment related to the particular situation and needs of the community.

By applying these facility standards to the projected population in 2025, significant gaps in major facility types are revealed and presented in the following table. This analysis will be used in the development of the 10-year action plan in Phase II of this project.



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Local Facility Development Guidelines Applied to the City of Sugar Land

Activity / Facility	Recommended Facilities Per Population	Existing City Facilities in Sugar Land	Existing HOA Facilities in Sugar Land and E.T.J.	Recommended Facilities for 2004 City Population of 69,720 ^A	Recommended Facilities for Projected City Population of 82,796 ^A in 2010	Recommended Facilities Needed to Fill Gap for Projected City Population in 2010	Standards For a Projected City/ETJ Population of 129,557 in 2010
Amphitheatre	1 per 50,000 ^D	1	0	1	2	1	3
Baseball (youth)	1 per 7,000 ^B	14	4	10	12	0	18
Baseball (practice)	1 per 10,500 ^E	3	3	7	8	2	12
Basketball Courts (outdoor)	1 per 4,000 ^B	3	4	17	21	8	32
Football Fields	1 per 20,000 ^B	0	2	3	4	2	7
Golf Course	1 per 50,000 ^B	0	4	1	2	0	3
Picnic Shelter	1 per 4,000 ^B	16	16	17	21	5	32
Picnic Pavilion (Rental/Group) (200 person or larger)	1 per 20,000 ^C	0	0	3	4	4	7
Picnic Tables	1 table per 300 ^C	115	(not available)	232	276	170	432
Playgrounds	1 area per 3,000 ^B	16	53	23	28	8	43
Recreation Center	1 sq. ft. per person ^B	0	1	+/- 70,000 s.f.	+/- 83,000 s.f.	50,000 s.f.	130,000 s.f.
Soccer Fields (league)	1 per 5,000 ^B	19	9	14	17	8	26
Soccer Fields (practice)	1 per 7,500 ^E	4	0	9	11	7	17
Softball Fields (adult)	1 per 8,000 ^B	0	3	9	10	4	16
Softball Fields (youth)	1 per 5,000 ^B	9	0	14	17	2	26
Softball Fields (practice)	1 per 7,500 ^E	3	3	9	11	6	17
Swimming Pool (community)	1 per 20,000 ^C	1	65*	3	4	0	7
Swimming Pool (family aquatics)	1 per 50,000 ^C	0	1	1	2	1	3



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Activity / Facility	Recommended Facilities Per Population	Existing City Facilities in Sugar Land	Existing HOA Facilities in Sugar Land and E.T.J.	Recommended Facilities for 2004 City Population of 69,720 ^A	Recommended Facilities for Projected City Population of 82,796 ^A in 2010	Recommended Facilities Needed to Fill Gap for Projected City Population in 2010	Standards For a Projected City/ETJ Population of 129,557 in 2010
Tennis Courts	1 court per 4, 000 ^B	5	60	17	21	0	32
Trails (Hard)	1 mile 4,000 ^C	10.55 miles	(not available)	17.43 miles	20.70 miles	9 miles	32.39 miles
Trails (Soft)	1 mile per 10,000 ^C	0	(not available)	6.97 miles	8.28 miles	9 miles	12.96 miles
Volleyball Areas (hard court)	1 per 7,000 ^C	0	0	10	12	3	19
Volleyball Areas (sand court)	1 per 5,000 ^C	9	11	14	17	0	26

- A. Population number provided by City of Sugar Land.
 B. Development Standards from Dallas PARD Long Range Development Plan.
 C. Development Standards from Frisco Parks, Recreation and Open Space Master Plan.
 D. Development Standards from Recreation, Park and Open Space Standards and Guidelines, pp. 73-74 (1990).
 E. Consultant recommendation based on years of park planning/design experience. Practice facilities should average approximately 1.5 times the amount of league facilities.

*Includes small and large pools at each HOA Center



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IDENTIFIED COMMUNITY NEEDS

The identified needs and priorities in this section are a result of incorporating the inventory, demographics analysis, benchmark survey, program analysis, other service provider analysis, standards analysis, and needs assessment into an action plan to direct the growth, development, and maintenance of the parks system over for the next five to ten years. Recommendations are based upon an existing population of 69,720 in 2004 and a projected population of 82,796 in 2010.

Priority Summary

(See Matrix on Pages 131, 132, 133)

At the completion of the citizen survey during the needs assessment phase, a method of ranking priorities was implemented. This method included an extensive review of all standards, citizen input, and staff recommendations.

The results of the priority ranking were tabulated into three categories: High Priority, Moderate Priority, and Low Priority. The table on the following page provides a summary of the facility priorities for the City of Sugar Land. Addressing the priorities will be impacted by limited resources, relative costs, and estimated costs.

The Master Plan recommends proposed implementation from 1-10 years. It identifies needs and suggests priorities as well as estimates for capital, operations and maintenance cost impacts. The Master Plan is reviewed and approved by the Parks Advisory Board, Planning and Zoning Commission, and City Council.

The 5-year Capital Improvement Program (CIP) plan that is adopted by City Council on an annual basis identifies projects, estimated cost impacts, schedules, and funding sources. The City Council bases the adoption of the plan based on knowledge of the fiscal forecast's constraints.

The fiscal forecast for parks projects and programs is based on the following sources:

- Sugar Land 4B Corporation - .025-cent sales tax revenue for quality of life enhancements. There is an annual budgeting process and has 4B Board and City Council approval.
- Bonds – There are funds authorized from a 1999 bond election. New bonds would require citizen input and a bond election. The City has a history of not allowing bond elections to adversely affect the ad valorem tax rate.
- Grants/Sponsorships/Partnerships – The City can assist the funding of parks by actively pursuing alternate funding sources. Grant writing assistance by consultant services or by city staff position is encouraged by the Parks Advisory Board.



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SUMMARY OF IDENTIFIED COMMUNITY FACILITY NEEDS

Sugar Land Parks, Recreation and Open Space Master Plan

Facility		High	Moderate	Low
1.	Indoor Recreation	•		
2.	Trails	•		
3.	Open Spaces/Natural Areas	•		
4.	Picnic Areas/Pavilions	•		
5.	Playgrounds for Children	•		
6.	Youth/Teen Center	•		
7.	Small Amphitheater (Seats 10,000)	•		
8.	Special Events/Festival Facilities	•		
9.	Water Playgrounds	•		
10.	Aquatic Complex	•		
11.	Senior Center	•		
12.	Nature Center		•	
13.	Canoe Launches on Brazos River		•	
14.	Cultural Arts Center		•	
15.	Basketball Courts (Outdoor)		•	
16.	Tennis Courts		•	
17.	Large Amphitheater (Seats 20,000)		•	
18.	Soccer Fields		•	
19.	Competitive Aquatics Complex		•	
20.	Special Use Parks (Skate Boarding/Inline Skates/BMX)		•	
21.	Practice Athletic Fields		•	
22.	Softball Fields		•	
23.	Baseball Fields			•
24.	Sand Volleyball Courts			•
25.	Dog Park			•
26.	Multi-Purpose Fields			•
27.	Cultural/Botanic/Community Garden			•
28.	Football Fields			•
29.	Racquetball			•
30.	Disc Golf			•



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SUMMARY OF INDOOR FACILITY NEEDS
Sugar Land Parks, Recreation and Open Space Master Plan

Facility		High	Moderate	Low
1.	Indoor Recreation <ul style="list-style-type: none">• Exercise/Aerobic/Karate/Dance Room• Gymnasium• Teen Area• Senior Citizen Area• Classrooms for Programs• Game/Media Rooms• Basketball Courts (Indoor)• Indoor Track• Meeting Rooms• Computer Labs• Cooking/Kitchen Facilities• Arts and Crafts Room• Indoor Volleyball• Indoor Soccer	•		
2.	Youth/Teen Center	•		
3.	Senior Center	•		
4.	Nature Center		•	
5.	Cultural Arts Center <ul style="list-style-type: none">• Public Art/Sculptures		•	



SUMMARY OF OUTDOOR FACILITY NEEDS

Sugar Land Parks, Recreation and Open Space Master Plan

Facility		High	Moderate	Low
1.	Trails <ul style="list-style-type: none"> Trails – Hike/Bike/Walk/Jog/Run Nature/Greenway Corridor Bike and In-Line Skate Only Fitness Stations Along Trails Equestrian 	•		
2.	Open Spaces/Natural Areas	•		
3.	Picnic Areas/Pavilions	•		
4.	Playgrounds for Children	•		
5.	Small Amphitheater (Seats 10,000)	•		
6.	Special Events/Festival Facilities	•		
7.	Water Playgrounds	•		
8.	Aquatic Complex	•		
9.	Canoe Launches on Brazos River		•	
10.	Basketball Courts (Outdoor)		•	
11.	Tennis Courts		•	
12.	Large Amphitheater (Seats 20,000)		•	
13.	Soccer Fields		•	
14.	Competitive Aquatics Complex		•	
15.	Special Use Parks (Skate Boarding/Inline Skates/BMX)		•	
16.	Practice Athletic Fields		•	
17.	Softball Fields		•	
18.	Baseball Fields			•
19.	Sand Volleyball Courts			•
20.	Dog Park			•
21.	Multi-Purpose Fields			•
22.	Cultural/Botanic/Community Garden			•
23.	Football Fields			•
24.	Racquetball			•
25.	Disc Golf			•



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IDENTIFIED INDOOR FACILITY IMPROVEMENT NEEDS

High Priorities

1. Develop a **Recreation Center** for the residents of Sugar Land. A recreation center was identified in the citizen's survey as well as the focus groups and the number one need the community wants and will support, as well as, a willingness to pay for these services. The survey and community input also strongly supported a need for the Sugar Land Parks and Recreation Department to provide leisure activities and programming. The community did not feel the City would be in direct competition with the private sector or HOA's as there was a need beyond what is being provided. The Sugar Land Parks and Recreation Department can actually compliment existing programs by offering "feeder" programs, introductory programs, and recreational fundamental programming that introduce activities to patrons that do not participate at the membership or advanced level. Potential partnerships can be formulated to ensure a good working relationship with other service providers as well as additional program spaces within the community. The City is currently pursuing an agreement with the University of Houston for a long-term ground lease of 50 acres, with the intent of developing a recreation center. The national square footage standards for a recreation center for the current population of Sugar Land is 70,000 square feet and 83,000 square feet in 2010 based on the estimated population growth. To meet the current needs of the community, approximately 50,000 square feet of indoor recreation space is needed to provide programmable multi-purpose space for activities such as fitness, classrooms, meeting space, senior citizen area, teen area, multiple gymnasiums. Future Recreation Centers should be located throughout Sugar Land in order to enhance accessibility and availability to all Sugar Land citizens. Currently there is not a need to include a weight room and exercise machine space as Sugar Land is saturated with private fitness facilities.

2. Develop a **Youth/Teen Center** (area) within the proposed recreation center. See Item 1. Consider a teen center as part of a multi-generational recreation center.
3. Develop a new **Senior Center**. (See Item 1.) Consider renovation of the existing facility or a new building. A multi-generational recreation center can also help address some specific senior activities. (Reference page 69 – 71.)

Moderate Priority

4. Develop a **Nature Center** for the Sugar Land Community. Provide a venue for educational opportunities in ecology, biology, zoology or botany. Help preserve the unique ecosystem found in this area of the state.

Consider the development of a nature center within the Brazos River Corridor. Duhacsek Park could also provide nature study opportunities.

Pursue partnering opportunities within the community such as keep Sugar Land Beautiful, Fort Bend Master Gardeners, or other groups to develop a center.
5. Develop a **Cultural Arts Center** in Sugar Land as identified in Goal Ten of the City's Comprehensive Plan: Develop a Cultural Arts Plan to determine the extent of the City's involvement including funding. Consider the development of a Cultural Arts and Humanities Foundation that can oversee the initial construction of a permanent center and its ongoing operation. Consult the local Arts organizations for partnerships in future endeavors. Consider existing vacant structures that could accommodate the Arts needs.

IDENTIFIED OUTDOOR FACILITY IMPROVEMENT NEEDS

High Priorities

1. Develop **Trails** throughout the community. Provide safe, off-street pedestrian and



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bicycle linkages to existing and new parks & schools as well as various economic, municipal and recreational destinations. Place high priority on the preservation and conservation of existing drainage corridors such as the Brazos River. Development of trail systems in natural areas can become important connections from residential neighborhoods to schools, parks & shopping centers as well as other destinations.

Providing Nature Trails/Greenway Corridors within the community will serve to protect and/or enhance natural, cultural and historical resources; provide linear open space for compatible human use; and maintain connectivity between parks, recreation areas, cultural areas and historic sites. Greenways are a tool to develop a sense of community by providing linkages to neighborhoods and parks, by saving unique elements of the natural and cultural heritage of the area for public enjoyment, and by bringing people of different ages, race, income and cultural background into common pursuits. Greenways serve as sites for passive pursuits such as picnicking, camping and wildlife observation. They can also provide opportunities for concerts, festivals, neighborhood cookouts and family reunions. Greenways can also help sustain economic development – they attract business and tourism, enhance property values, and serve as low-cost alternatives to spending on flood control and transportation systems.

Develop a Hike & Bike Trail Master Plan Update to identify trail opportunities to connect to existing and proposed trails. Create a trail network within the City limits as well as the ETJ, with prioritized recommendations.

Currently, a total of 4.60 miles of park trail exists at the following parks: Highlands, Colony Bend, Meadow Lake, Ron Slockett, Sugar Mill, Sugar Lakes, Eldridge and Oyster Creek Parks.

A total of 5.55 miles of hike/bike trail exists in the following areas: Lonnie Green Park to Ditch A-22, Colony Grant Trail, Sugar Mill along Ditch A-22, Williams Grant/Grants Lake/Austin Parkway, Chimney Stone, Woodstream and Sugar Mill/Covington.

An undetermined amount of trails have been developed by HOA's both in the City Limits and the ETJ. Identification and connectivity of these trails should be a priority of the Hike and Bike Plan Update.

Future trails and connections should be considered for Brazos River Park, Gannoway Lake, Newland Properties, University of Houston, Duhacsek, Imperial Park, Thomas L. James Park and land acquisition targets.

Nine (9) miles of hard surface trail and nine (9) miles of soft surface trail are recommended to be developed to meet local development guidelines for a future population of 82,796 in 2010.

2. Provide **Open Spaces/Natural Areas** for enjoyment by park users. Preserve existing open space/natural areas during the planning and development of existing park land, and provide as a program element as new neighborhood and community park development occurs. Open spaces can be used for picnicking, large group gatherings and field games or for passive, non-structured recreation activities. Development of nature trails and fishing piers in natural areas will provide a unique recreation opportunity for citizens. Pursue joint-use initiatives with school districts for interpretive areas and outdoor learning opportunities within unique natural areas. Preservation of natural areas helps maintain riparian habitats, reduces the danger of flooding and protects the natural environment.

Future open space/natural areas should be considered in the planning stages for the Brazos River, Gannoway Lake, Newland Properties, Duhacsek Park and land acquisition targets.



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| <p>3. Provide <u>Picnic Areas/Pavilions</u> in existing and future neighborhood and community parks. Areas should provide for handicap access and protection from hot or rainy weather conditions. Pavilions can become a gathering place for large groups and help create a sense of identity for the park.</p> <p>There are currently fourteen (14) covered picnic shelters and two (2) pavilions located throughout the Sugar Land community.</p> <p>An additional five (5) large rental/group pavilions (200 person or larger) are recommended to be developed to meet local facility development guidelines for a future population of 82,796 in 2010.</p> <p>Future picnic area renovations should be considered for Imperial Park, Mayfield Park and Covington West Park.</p> <p>Future rental/group pavilions should be considered for Duhacsek Property, Brazos River Corridor, Greatwood Park, River Park, Riverstone and Gannoway Lake Park.</p> <p>4. Provide <u>Playgrounds</u> by upgrading existing facilities and providing new playgrounds and equipment in areas not currently served in the community. Provide equipment and surfacing that meets current U.S. Consumer Product Safety Commission Standards and Guidelines, National Playground Safety Institute Guidelines, and Americans With Disabilities Act accessibility standards. Recreation opportunities for various age groups and child development skills should be provided.</p> <p>There are currently sixteen (16) existing playgrounds within City owned parks, thirty (30) existing playgrounds within HOA facilities in City limits, and twenty-three (23) existing playgrounds within HOA facilities in ETJ limits.</p> <p>Consider development of new playgrounds at Duhacsek Property, Gannoway Lake Park, Brazos River Park (multiple opportunities) and new park land acquisition targets.</p> | <p>Consider development of a premier playground at Brazos River Corridor.</p> <p>Consider upgrading playgrounds at Mayfield Park, Highlands Park and Covington West Park.</p> <p>Eight (8) additional playgrounds are recommended to be developed to meet local facility guidelines for a future population of 82,796 in 2010.</p> <p>5. Provide a <u>Small Amphitheater (seats 10,000)</u> for residents of Sugar Land. Possibly develop on the 50 acre University of Houston site (See Item 1) or within the Brazos River Park.</p> <p>6. Provide a <u>Special Events/Festival Facility</u> for residents of Sugar Land, possibly in conjunction with an amphitheater. (See Item 17).</p> <p>7. Develop <u>Water Playgrounds</u> to provide an engaging and interactive fun activity year-round for children. Water playgrounds have no standing water and do not require children to know how to swim. Operating costs are minimized because they require no lifeguards or bathhouse, are fully automated and have a longer operating season than traditional pools.</p> <p>Consider developing a water playground at Brazos River Corridor, in conjunction with the existing pool at City Park, or at newly developed neighborhood parks or community parks.</p> <p>8. Develop an <u>Aquatic Complex</u> for the residents of Sugar Land. Funding sources will need to be identified, geographical issues will need to be addressed, and land use issues regarding community impact will need to be determined. (Reference page 73, Capital Improvement Needs)</p> <p>Consider upgrading or renovating the existing pool at City Park.</p> |
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Moderate Priority

9. Provide **Canoe Launches on the Brazos River**. Include in the Master Plan and identify in Phase I development of Brazos River Park.
10. Provide **Outdoor Basketball Courts** at newly developed neighborhood and community parks.
- Existing courts are located at Covington West Park, Mayfield Park and Ron Slockett Park.
- Two (2) existing courts are located in HOA facilities in City Limits, and two (2) existing courts are located in HOA facilities in ETJ limits.
- Eight (8) courts are recommended to be developed to meet local facility development guidelines for a projected population of 82,796 in 2010.
- Consider additional basketball courts at Brazos River Corridor, Newland Property, and at future land acquisition targets.
11. Provide **Tennis Courts** for the Sugar Land community. Consider upgrading existing courts at City Park and Ron Slockett Park.
- HOA facilities within city limits provide thirty (30) existing courts. HOA facilities within ETJ limits provide thirty (30) existing courts.
- Twenty-one (21) courts are recommended to meet NRPA guidelines for the future population in 2010.
- Work with area tennis enthusiasts to determine the best way to address the perceived need for more availability of tennis courts. Examine the need for a community tennis center.
12. Provide a **Large Amphitheater (seats 20,000)** for residents of Sugar Land. Consider a program item for development

within the Brazos River Corridor, or the University of Houston site. (See Item 7)

13. Provide **Soccer Fields** in newly developed community parks.
- Nineteen (19) existing soccer fields are located at Colony Bend Park, Eldridge Park and Lost Creek Park.
- Additionally, nine (9) soccer fields are available at HOA facilities.
- Eight (8) soccer fields are recommended for development to meet local facility guidelines for a future population of 82,796 in 2010.
- Consider developing soccer fields at Brazos River Corridor, Greatwood Park, River Park or Riverstone.
14. Develop a **Competitive Aquatic Complex** within the Sugar Land Community. (See Item 8)
15. Develop a **Special Use Park** (Extreme Sports Park) in Sugar Land. Consider partnering with a private organization, business or concession. Extreme sports include skateboarding, in-line skating and BMX biking.
- Identify and provide a skate park for the south area of the City. Identify and provide a BMX or mountain bike facility in areas that could accommodate this.
16. Develop **Practice Athletic Fields** in new community parks. Pursue joint-use access to existing facilities with Fort Bend Independent School District.
- There are currently three (3) practice baseball/softball fields and four (4) practice soccer fields located in Sugar Land.
- There are currently three (3) practice baseball/softball fields located in HOA facilities.



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Consider development of practice athletic fields at Brazos River Corridor and land acquisition targets.

17. Provide **Softball Fields** for Adult slow pitch softball and girls fast pitch softball.

There are currently nine (9) existing girl's softball fields located at Imperial Park. The Imperial Park Master Plan identifies two (2) more fields. To meet the needs of the 2010 population, these fields will need to be constructed.

Seven (7) game fields are located in HOA facilities in ETJ limits.

The development of a four (4) field adult complex is recommended. Park Planning standards suggest ten (10) fields for Sugar Land's population; however, several private softball complexes already exist in the region.

Consider Newland Property or other land acquisition target sites.

Low Priority

18. Youth **Baseball Fields** needs are currently being met per park planning standards for Sugar Land's 2010 population.

Fourteen (14) existing youth fields are located at City Park and First Colony Park. In addition, two (2) fields are in use on school district property net to City Park. The existing baseball facilities will need some upgrades. Renovation of the Bake Field facility at City Park is highly recommended and renovation of the concession/restroom/press box at First Colony Park should be considered. Additional practice facilities should be considered at land acquisition target sites.

Six (6) adult and twelve (12) youth baseball fields are recommended to meet NRPA Guidelines for the future population in 2010. With the number of fields provided by the

City and the HOA's, development of new fields is not recommended at this time.

19. Provide **Sand Volleyball Courts** in existing or newly developed neighborhood, community or regional parks.

There are currently nine (9) existing courts located at City Park, Colony Bend Park, Highlands Park, Mayfield Park, Meadow Lake Park, Ron Slockett Park, Sugar Lakes Park and Sugar Mill Park.

A total of three (3) sand volleyball courts are recommended to be developed to meet local facility development guidelines for a projected population of 82,796 in 2010.

20. Provide a **Dog Park** for residents of Sugar Land. A dog park should be situated on one (1) or more acres of open space, and surrounded by a secure fence with double-gated entries/exits. This type of facility creates an appropriate park area for dog enthusiast without hindering park usage of others. Other amenities should include parking, ADA access, water, seating areas and trash cans.

Consider as a program element during the planning stages for Brazos River Park.

21. Provide **Multi-Purpose Fields** in future neighborhood or community parks. Pursue joint-use access to existing facilities with Fort Bend Independent School District.

22. Provide **Cultural, Botanic, and/or Community Garden** opportunities within the Community. Identify or designate space in parks where organizations or groups could plan, develop, and maintain public gardens through private participation and donations. Cultural Gardens should represent the citizenry of Sugar Land in a respectful and/or educational manner. Projects such as a Chinese Garden or other types of gardens reflecting cultural or ethnic heritage would be a desirable addition to the Parks system. The gardens would be funded strictly through private funds and the City would reserve the



right to remove the garden if the sponsoring organization failed to maintain the facility to specified City standards.

In addition, provide public park land for the development of a Veterans Memorial. Pursue private participation for the design, construction, and maintenance of the memorial.

23. Provide **Football Fields** in future community parks. Pursue joint-use access to existing facilities with Fort Bend Independent School District.

There are currently two (2) existing fields located in HOA facilities.

Development of new football fields is not recommended at this time, but should be considered in future land acquisition target sites.

24. Provide **Racquetball Courts** within the community. Consider as a program item within a recreation center.

25. Provide a **Disc Golf Course** in newly developed community parks. Consider as a program item with the master plan for Brazos River Corridor. Relatively cheap investment with high usage from teens, young adults and families.



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IDENTIFIED NEEDS FOR LAND ACQUISITION

The City of Sugar Land, and its ETJ areas, are growing at a rapid pace. The community is very unique in the amount of private recreation areas that have been developed, and will continue to be planned. As development and population numbers continue to increase, the demand for quality parks, leisure services, facilities and open spaces will continue to increase.

Based on National Recreation and Park Association acreage guidelines, the recommended park acreage per 1,000 population ranges from 11.00 to 20.00 acres (see page 118). The City of Sugar Land currently owns 896.30 acres of park land for a ratio of 12.86 acres per 1,000 population based on a current population of 69,720.

As the population grows, so must the inventory of park land to keep up with demand. The projected population in Sugar Land is expected to rise to 82,796 residents by the year 2010.

In order to meet the high end NRPA park acreage guideline for the year 2010, the City would need to acquire approximately 760 acres of new park land (see page 121).

It is important to note that many of the private HOA facilities are located within the city limits. These facilities, though not available to all, do serve to provide recreation and park amenities to Sugar Land residents at the local neighborhood level. When analyzing the private recreation and open spaces throughout the City, there are 39 areas for a total of 80.84 acres, which serve parts of the community not already covered within the service radius of a neighborhood park. The following analysis of land acquisition needs considers the private recreation and open space areas:

NRPA Guidelines Compared To 2010 Population in Sugar Land

Existing Park Acreage in Sugar Land	Guidelines for 2010 Population of 82,796	Difference Between Guidelines and Existing Acreage
896.30	910.76 ac to 1,655.93 ac.	(-14.46 ac.) to (-759.63 ac.)

(Refer to Standards Analysis, page 121)

+759.63	(gross acreage needs based on 2010 population of 82,796)
<u>-80.84</u>	(existing private HOA recreation and open space)
678.79	(future acres needed to meet 2010 NRPA guidelines)

This analysis shows that private recreation and open spaces contribute to the supply of smaller localized park facilities across the community of Sugar Land. Gaps still exist in the larger community park and regional park service areas of City owned parks across the community. (Refer to map page 123)

These types of parks, and associated activities, are still a major priority for land acquisition.

The Sugar Land Park and Recreation Department has been proactive in identifying future park dedications and future land acquisition targets within the City. The following list outlines future proposed acquisitions:

Approximate Acres	Future Park Dedications and Land Acquisition Targets
135	Greatwood Development – Brazos River Flood Way
189	River Park Development – Brazos River Flood Way
320	Riverstone Development – Brazos River Flood Way
60 - 100	Acquire land west of the existing Gannoway Lake Park property to establish a community level park with particular emphasis on trails, picnicking and water access for fishing. This park site will address the Park and Recreation needs of existing neighborhoods along Burney Road and future neighborhoods on the TxDOT Tract 3 Area (budgeted)
25 - 50	Identify and acquire land in the southeast sector of the City for a community level park to address residential growth in the Riverstone Development (not budgeted)
50 - 75	Acquire property identified in the Newland Communities Development Agreement to serve new residential development in the west sector of the City (budgeted) Investigate opportunities and consider acquisition of the former Prison Infirmary Building that exists on the Newland Development site
50	Acquire through a long term ground lease, approximately 50 acres from the University of Houston for recreational facilities use (not



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Approximate Acres	Future Park Dedications and Land Acquisition Targets
	budgeted)
2,000	Acquire Brazos River floodway property through donation, purchase, easements or condemnation to complete the identified Brazos River Park (not budgeted)
5	Acquire the approximately 5-acre tract from SPI located on the southeast corner of Settlers Way and Sam Houston Drive
3 - 5	Identify and consider acquiring land for a neighborhood level park to serve the Sugar Creek subdivision area (not budgeted)
2 - 4.5	Property adjacent to Oyster Creek Park to allow for better access and overflow parking (not budgeted)

Approximate Acres	Future Park Dedications and Land Acquisition Targets
To Be Determined	Identify and consider property adjacent to Mayfield Neighborhood Park
2,839.00 – 2,933.50	Total Proposed Future Acquisitions

The acquisition and development of these proposed areas will help the community of Sugar Land meet and exceed the benchmark guidelines developed by NRPA, and address the recreation needs of the community as it grows with the planned annexations and buildout of new residential development.



Insert Land Acquisition Targets Map – PAGE 131



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ANALYSIS OF ESTIMATED EXPENDITURES OF IDENTIFIED FACILITY IMPROVEMENT NEEDS (all costs in 2004 figures)

The Annual Operations / Maintenance Cost Estimates include: staffing, materials/supplies, utilities, mowing, trash pick up, cleaning, repairs, contractual services, and all ongoing maintenance. These costs may vary based on the level of maintenance, for example, maintaining facilities at a high tournament level will cost more than maintaining that same facility at a recreational use level.

Funding for facilities construction and land acquisition is determined by the City's fiscally constrained 5 year Capital Improvements Program, and Operations costs are addressed in the General Fund Long Range Plan.

The following estimated expenditures are for assisting in the above stated processes. Approval of the Master plan is not an agreement to fund all proposed improvements.

Parks improvements are funded by bonds, sales tax revenue through the SL4B Corporation, development fees, grants, and public/private partnerships."

RANK	FACILITY/NEED	CAPITAL COSTS ESTIMATES	ANNUAL OPERATIONS/MAINTENANCE COSTS ESTIMATES
1.	Recreation Center	\$4,800,000	\$400,000 - \$500,000/Year
2.	Trails	Varies – depending on paving type, width, length 8' concrete trail averages \$40-\$50 per linear foot Trail amenities such as seating, lighting, landscape and irrigation are additional	\$1,250/Mile
3.	Open Spaces (Land Acquisition)	Varies – depends on vegetation, infrastructure, flood plain restrictions, etc. \$35,000 per acre (average) \$2,500 per acre (floodway property) +/- \$9,325,000 - \$12,632,500 (based on future acquisition targets, page 128)	\$5,000 per 10 Acres
4.	Picnic Areas/Pavilions	Small: \$40,000 to \$100,000 range Large: \$350,000 (includes HVAC and restrooms)	\$1,250/Shelter
5.	Playgrounds for Children	Upgrades: \$20,000 to \$70,000 range New: \$50,000 to \$125,000 range	\$700/Playground
6.	Youth/Teen Center	Included in Recreation Center	Included in Recreation Center



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RANK	FACILITY/NEED	CAPITAL COSTS ESTIMATES	ANNUAL OPERATIONS/MAINTENANCE COSTS ESTIMATES
7.	Small Amphitheater (seats 10,000)	\$1,000,000	\$600/Event (min) (does not include entertainment cost)
8.	Special Events/Festival Facility	\$1,000,000	\$1,500/Event (min) (does not include entertainment cost)
9.	Water Playgrounds	\$200,000 - \$400,000	\$5,000/Facility
10.	Aquatic Complex	\$6,000,000	\$300,000
11.	Senior Center	\$750,000 to 2,500,000	\$350,000
12.	Nature Center	\$2,000,000	\$200,000
13.	Canoe Launch on Brazos River	\$200,000	\$10,000
14.	Cultural Arts Center	Varies – depending on program amenities and size of building	Varies
15.	Basketball Courts	½ Court - \$25,000 \$40,000 - \$50,000 per unlighted court \$60,000 - \$70,000 per lighted court	\$800/Court \$6,000/Lighted Court
16.	Tennis Courts	\$40,000 - \$50,000 per unlighted court \$50,000 - \$70,000 per lighted court <u>Upgrades:</u> +/- \$6,000 to repaint/restripe surface +/- \$1,000 to replace chainlink net with nylon net +/- \$8,000 to upgrade lighting (4 area lights on metal poles) \$6,000 - \$8,000 to upgrade fencing	\$1,500/Court \$7,500/Lighted Court
17.	Large Amphitheater (seats 20,000)	\$2,500,000	\$1,200/Event (min) (does not include entertainment cost)
18.	Soccer Fields	\$150,000 - \$200,000 per lighted field	\$4,000/Field \$8,000/Lighted Field
19.	Competitive Aquatic Complex	\$4,000,000	\$180,000
20.	Special Use Parks (skateboarding/in-line skates/BMX)	\$250,000	\$15,000
21.	Practice Athletic Fields	Baseball: \$50,000 - \$80,000 (unlighted) Soccer: \$40,000 - \$75,000 (unlighted) Football: \$50,000 - \$100,000 (unlighted)	\$4,000/Field \$8,000/Lighted Field



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RANK	FACILITY/NEED	CAPITAL COSTS ESTIMATES	ANNUAL OPERATIONS/MAINTENANCE COSTS ESTIMATES
22.	Softball Fields	\$200,000 - \$300,000 per lighted field <u>Upgrades</u> (per field): +/- \$50,000 to upgrade lighting \$50,000 to replace backstop/dugout fencing \$20,000 - \$25,000 to rebuild infield/turf areas \$25,000 - \$30,000 to replace bleachers/pads/sidewalks \$20,000 - \$25,000 for new irrigation	\$4,000/Field \$8,000/Lighted Field
23.	Baseball Fields	<u>New:</u> \$200,000 - \$300,000 per lighted field <u>Upgrade</u> (per field): +/- \$50,000 to upgrade lighting \$50,000 to replace backstop/dugout fencing \$20,000 - \$25,000 to rebuild infield/turf areas \$25,000 - \$30,000 to replace bleachers/pads/sidewalks \$20,000 - \$25,000 for new irrigation	\$4,000/Field \$8,000/Lighted Field
24.	Sand Volleyball Courts	\$10,000 - \$15,000 per court (unlighted)	\$1,000/Court
25.	Dog Park	\$100,000 - \$150,000	\$3,000
26.	Multi-Purpose Fields	\$50,000	\$4,000/Field
27.	Community Garden/Botanic Garden	\$800,000	\$70,000
28.	Football Fields	\$200,000 - \$400,000 per unlighted field \$300,000 - \$500,000 per lighted field	\$4,000/Field
29.	Racquetball Courts	\$325,000/Court	\$7,500/Court
30.	Disc Golf	\$20,000	\$2,000



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IDENTIFIED COMMUNITY AND RECREATION PROGRAM IMPROVEMENT NEEDS

The Sugar Land Parks and Recreation Department is filling some community recreational programming gaps as they currently offer programs for seniors, leisure classes, and open gym (reference pages 58-81). There are high participation numbers in existing classes and the community relies on the Sugar Land Parks and Recreation Department to fulfill this programming role that would otherwise be a void in the community as there are no other, or not enough other service providers to satisfy the growing market. The citizen survey indicates the majority of the community (71%) rated the current City of Sugar Land facilities and programs as excellent or good. The citizens survey also indicates public support for more opportunities.

The current facilities utilized for these programs include the Sugar Land Senior area, the Sugar Land Community Center, the Eldridge Community Center, and the Lost Creek Community Center, and some of the Fort Bend Independent School District gymnasiums. Many of these facilities were intended to be used as public meeting rooms. They are currently utilized at a high capacity with rentals, programs, and other activities to the point that adequate program space is not available to meet the growing needs of the community. The current senior center is considerably undersized for the number of participants in the programs and the number of rentals as well as additional activities at the current and future community centers do not allow the amount of prime time recreational programming to meet the community needs. The lack of evening and weekend programs were a major concern of the working public that would like to see programs offered that are available during non-traditional working hours.

The community input through focus groups and a statistically valid survey indicate the number one priority and tremendous support for additional program space with the addition of a recreation center that would extend the ability for the Sugar Land Parks and Recreation Department to respond to the community support for additional programming opportunities through a new recreation center. A formal partnership with the Fort Bend Independent School District for available and reliable gymnasium

space needs to be explored as well as a dedicated gymnasium for the City of Sugar Land programs.

Additional program space is needed for the Sugar Land Parks and Recreation Department to respond and deliver the programmatic needs of the community. The most supported expanded activities indicated by the community input process the citizens would like the City of Sugar Land Parks and Recreation Department to implement include: walking/hiking, senior programs, fitness/health/wellness classes, basketball, swim lessons, gardening classes, teen programs/dances, competitive swimming, music, biking, computer classes, arts and crafts, nature programs, field trips, special events, specialty camps, performing and visual arts, water aerobics, soccer, football, tennis, canoe/kayaking, sand volleyball, skate park, bowling, and BMX biking.

A new recreation center was the number one ranked facility need in community survey with 66% of all citizen respondents reporting they would use a recreation center located in the City of Sugar Land. Seventy-four percent (74%) of households with children feel the City of Sugar Land should provide a recreation center. Eighty-six percent (86%) of teens stated they would use a recreation center located in Sugar Land. Fifty percent (50%) of the citizens would support a fee for the use of the recreation center. Seventy-eight percent (78%) of the citizen respondents are willing to drive 10-15 minutes to a recreation center for all age groups. Fifty-one percent (51%) would drive 10-15 minutes to use a senior center and forty-one percent (41%) would drive 10-15 minutes to use a teen center.

The following opportunities should be evaluated and considered to help the Sugar Land Park and Recreation Department meet the needs and expectations of the community.

1. Implement a **Pricing Policy** to be utilized for all program areas consistently.

Implement an **Activity Based Costing** formula to determine the true cost of each program including the direct costs, the indirect costs, and overhead.



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Create **Community Based Funding** to each program area based on individual benefits versus community benefits, age segments, type of activity, and cost recovery goals that can be applied across the board to all programs.

2. Create **Additional Programs** to include: Dance, Gymnastics, Fitness, Aquatics, Drama, Arts, Personal Development, College Preparation, Finance, Intramural Youth Sports, Adult Sports, Cooking, Outdoor Education, Gardening, Music, Languages, Travel, Household Maintenance, Special Populations, Trips, Camps, Tournaments, and Special Events.

Additional Programming should include:
Seniors, Baby Boomers, Teens, Families, Adults, Youth, and Multigenerational.

Establish **"Feeder Programs"** that are introductory level, non-competitive, fun, educational, and concentrate on fundamentals. These programs can promote the same activities of other service providers for the participants that choose to continue the activity at an elevated level.

3. Implement an **Accessibility Plan** for programming that advertises special assistance in all publications for anyone that needs it and includes special needs symbols next to each program where the assistance is available via a phone call prior to registering for the program. The universal wheelchair symbol can be utilized for all facilities that are ADA accessible.
4. Increase the **Marketing Budget** for Sugar Land Parks and Recreation programming by including a percentage for marketing that is allocated to each program and included in all user fees.
5. Set **Standards and Performance Measures** for all program areas to track and implement a continuous improvement cycle.

Standards need to be established for Instructors, Programs, Participation,

Revenue, Cost Per Experience, Customer Satisfaction, Customer Retention, Customer Service, and Cleanliness.

6. Create **Customer Feedback Mechanisms** to track Performance Measures. Post Program Evaluations are the most helpful when coupled with Pre-program expectations filled out by the participant. This measures the program delivery with the participant's expectations. Trailer Calls are also helpful to specifically talk with the participants about the program and any suggestions to improve as well as new program ideas.

A **"Shopper Program"** can be implemented with anonymous participants that secretly evaluate the program against the standards that are in place. When these evaluations are completed and sent in, the participant can receive a discount for their next class or program. It works best if the staff does not know when or who is "shopping" which program. This program increases the overall customer service as all participants are treated like VIP's when the staff and instructors know that they can be a "shopper".

7. Create **Earned Income Opportunities** and promote **Community Involvement**. A formal system for recruiting, training, tracking, and rewarding community participation needs to be implemented. The areas for community participation include: Formal **Volunteer Program**; **Sponsorship Program** with Agreements; Formal **Partnership Program** with Agreements; **Parks and Recreation Foundation** for tax deductible gifts; **Scholarship Program** to assist with user fees through fundraisers and local businesses donating to the fund; **Park Ambassador Program** where residents living adjacent to parks are trained in inspecting the park and sending a weekly form to SLPRD in return for a nominal fee or pass; and **WORKREATION** that is a program where kids earn "play dough" to use for recreation program registration or admissions



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by performing everyday tasks that save the SLPRD maintenance dollars.

8. **Increase the SLPRD Operating Budget** by increasing recreational programs and equitable user fees.
9. **Increase Facility, Programming, and Park Maintenance FTE's** to match up with the additional facilities, programs, and standards. Additional programming and equitable user fees will assist with some of the additional FTE's needed.
10. Develop the **True Maintenance Costs** for maintaining rental facilities and athletic fields to determine the overall true cost for each facility per hour, day, week, and season. Determine the feasible cost recovery for each rental opportunity based on the true cost and the market rate.



**RECOMMENDATIONS AND IMPLEMENTATION
ACTION PLAN: FIVE – TEN YEARS**

The Five to Ten-Year Action Plan corresponds to the priorities established in the Identified Community Needs portion of the Parks, Recreation and Open Space Master Plan and sets up a timetable with respect to the potential funding sources. Working in coordination with the City staff, the plan combines action item recommendations for improvements and new facilities in an effort to enhance the quality of programming and facilities throughout the City of Sugar Land.

The following tables outline facility improvements, location, proposed budgets and a time frame within which projects are to be funded. The facilities listed are the minimum, which are recommended to be provided. The action plan map graphically summarizes high priority items within the Action Plan.

During the course of the next five years, if additional funding is received, for example, through General Fund or other sources, the schedule of projects may be advanced to expedite plan.



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ACTION PLAN					
Facility and Land Acquisition					
Rank	Facility/Need	Proposed Location	Capital Costs Estimate	Annual Operations/ Maintenance Cost Estimates	Year To Be Expended
HIGH PRIORITY ITEMS					
1.	Recreation Center	University of Houston	\$4,800,000	\$400,000 - \$500,000/year	1-5
2.	Trails (9 mile hard trail, 9 miles soft trail recommended)	Develop Trail Master Plan Update	\$4,500,000	\$22,500/year	1-10
3.	Open Spaces/Natural Areas (Land Acquisition)	Brazos River Gannoway Lake New Land properties Greatwood Park River Park Riverstone	\$9,325,000 - \$12,632,500	\$5,000 per 10 Acres /year	1-10
4.	Picnic Areas/Pavilions (5 new shelters recommended)	Duhacsek Park Brazos River Corridor Gannoway Lake Greatwood Park River Park Riverstone	Small: \$400,000 to Large: \$1,400,000	\$6,250/year	1-10
5.	Playgrounds (8 new playgrounds recommended)	<u>Upgrade:</u> Mayfield Park Highlands Park Covington West Park First Colony Park <u>New:</u> Duhacsek Park Brazos Landing Park Brazos River Corridor Gannoway Lake Greatwood Park River Park Riverstone	Upgrades: \$300,000 New: \$1,000,000	\$5,600.00/year	1-10
6.	Youth/Teen Center	(Included in Rec Center)	(Included in Rec Center)	Included in Rec Center	1-5
7.	Small Amphitheater (50 events per year)	University of Houston Brazos River Corridor	\$1,000,000	\$30,000/year	1-10



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8.	Special Event/Festival Facilities (10 events per year)	University of Houston Brazos River Corridor	\$1,000,000	\$15,000/year (min)	1-10
9.	Water Playgrounds (minimum 2 new water playgrounds recommended)	City Park (Pool area) Brazos River Corridor Newly Developed Parks	\$400,000 – \$800,000	\$10,000/year	1-10
10.	Aquatic Complex	Implement an Aquatic Study	\$6,000,000	\$300,000/year	1-5
11.	Senior Center	Include some activities in a Rec. Center, Renovate the existing facility or acquire new location.	\$750,000 – \$2,500,000	\$350,000	1-10
		TOTAL Capital Expenditure Estimate at Completion of Plan:	\$19,150,000 - \$23,000,000	\$1,244,350.00 Total Annual O&M Cost Estimate at Completion of Plan	

Note: Approval of the Parks, Recreation and Open Space Master Plan is not a commitment by the City of Sugar Land or Sugar Land City Council. The above recommendations are only a recommended action plan based on identified community needs.



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Action Plan Recreation/Program/Community Services

The following recreation and community service action plan is based on the identified gaps with in the Sugar Land community. The intent of the action plan is to guide the Parks and Recreation Department in meeting the needs of Sugar Land residents without competition with current service providers. Community partnerships and contractual agreements should be implemented when feasible to meet the growing demands of the community. It may be necessary to adjust the recommended time line based on community needs.

Number	Recommendation	Year to be Completed
1.	Implementation of volunteer program	1 – 2 years
2.	Implementation of a community partnership program	1 – 2 years
3.	Continue to explore opportunities to partner with Fort Bend Independent School District	1 – 3 years
4.	Expand senior citizen recreational opportunities	1 – 3 years
5.	Implementation of a sponsorship program	2 – 3 years
6.	Explore and maximize grant-funding opportunities	2 – 3 years
7.	Expand partnership with various community partnership opportunities	2 – 3 years
8.	Expand partnership and contractual opportunities with private sector leisure service provider	2 – 3 years
9.	Expand indoor and outdoor recreational opportunities available to Sugar Land community	2 – 3 years
10.	Expand recreational program opportunities to include: preschool, youth, teens, adults, families, Multi-generational and cultural needs of the community	2 – 3 years
11.	Expand specialty camps to better meet community needs	2 – 3 years
12.	Develop instructor standards and training program for recreation classes	2 – 3 years
13.	Develop and implement customer service feed back mechanisms	3 – 5 years
14.	Develop shopper program	3 – 5 years
15.	Develop and implement a Parks Foundation	3 – 5 years
16.	Expand special event and festival opportunities through partnerships, contractual agreements, facility rentals or direct provider	3 – 5 years
17.	Expand accessibility of programs and services	3 – 5 years



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IMPLEMENTATION MECHANISMS

The City of Sugar Land is committed to building and maintaining a great park system. In order to achieve this, City leaders realize the importance of outlining an organized strategy for funding capital improvements and long term operations. Several case studies in Texas show how suburban park systems experience fast growth in capital development, but then lack a strategic business plan to maintain the quality of the park system over time. As a result, City funding sources become stretched to maintain the park system and subsequently lack the ability to keep up with new trends in recreation.

To fund capital improvements, Sugar Land has a tremendous opportunity to pursue a wide range of other funding sources that would add to the City's financial resources. There are many creative funding mechanisms to assist in implementing the Parks, Recreation and Open Space Master Plan. Some of the following opportunities should be considered as part of an overall strategic business plan.

Corporate Sponsorships

This revenue-funding source allows corporations to invest in the development or enhancement of new or existing facilities in park systems. Sponsorships are also highly used for programs and events.

Partnerships

Partnerships are joint development funding sources or operational funding sources between two separate agencies, such as two government entities, a non-profit and a City department, or a private business and a City agency. Two partners jointly develop revenue producing park and recreation facilities and share risk, operational costs, responsibilities, and asset management based on the strengths and weaknesses of each partner.

Dedication/Development Fees

These fees are assessed for the development of residential and/or commercial properties with the proceeds to be used for parks and recreation purposes, such as open space acquisition, community park site development, neighborhood parks development, regional parks development, etc. Consider raising fees to reflect current costs.

Foundation/Gifts

These dollars are raised from tax-exempt, non-profit organizations established with private donations in promotion of specific causes, activities, or issues. They offer a variety of means to fund capital projects, including capital campaigns, gifts catalogs, fundraisers, endowments, sales of items, etc.

Recreation Service Fees

This is a dedicated user fee, which can be established by a local ordinance or other government procedures for the purpose of constructing and maintaining recreation facilities. The fee can apply to all organized activities, which require a reservation of some type, or other purposes as defined by the local government. Examples of such activities include adult basketball, volleyball, and softball leagues, youth baseball, soccer, and softball leagues, and special interest classes. The fee allows participants an opportunity to contribute toward the upkeep of the facilities being used.

Intermodal Transportation and Efficiency Act

This funding program, commonly called TEA-21 Grants, was originally authorized by the Federal Government in 1991. Funds are distributed through the state. There are several million dollars in enhancement revenues available for transportation related projects, including bicycle and pedestrian trails, rail depot rehabilitation, landscaping, and beautification projects.

Land and Water Conservation Fund

These funds are awarded for acquisition and development of parks, recreation and supporting facilities through the National Park Service and State Park System.

General Obligation Bonds

Bonded indebtedness issued with the approval of the electorate for capital improvements and general public improvements.

Hotel, Motel and Restaurant Tax

Tax based on gross receipts from charges and meals services, which may be used to build and operate sports fields, regional parks, golf courses, tennis courts, and other special park and recreation facilities.



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Grants-In-Aid

These grant programs provide funding from sources other than municipal sources. The following list identifies potential grant programs:

- a. Texas Recreation and Parks Account (TRPA) Program - Texas Local Parks, Recreation, and Open Space Fund, administered by the Texas Parks and Wildlife Department (TPWD). Funds are available on a fifty percent (50%) cost share basis.
www.tpwd.state.tx.us/grants
- b. The Landscaping Cost Sharing Program, administered by the Texas Department of Transportation (TxDOT). Fifty percent (50%) cost sharing support is available for both highway and pedestrian landscape projects on routes within the designated permanent state highway system.
www.dot.state.tx.us/des/landscape/csp.htm
- c. Partnership Enhancement Monetary Grant Program, administered by the National Tree Trust. Matching grants are available on a 50/50 cost share basis. Funds are available for projects, which promote public awareness in support of tree planting, maintenance, management, protection and cultivation of trees in rural, community and urban settings. These are small grants ranging from \$500 to \$20,000.
www.nationaltreetrust.org/index?cid=44604
- d. Urban and Community Forest Challenge Grant, administered by the Texas Department of Forestry. Matching grants are available on a 50/50 cost share basis for a variety of projects including program development, beautification, staffing and training workshops. These are small grants of \$5,000 to \$15,000. In-kind services and/or private money can provide the matching funds.
<http://txforestservice.tamu.edu/urban>
- e. CDBG Funding:
Funding received in accordance with the Community Development Block Grant (CDBG) Programs national objectives as established by the U.S Department of

Housing and Urban Development. Funding may be applied to such programs as Infrastructure Improvements, Public Facility and Park Improvements, Human Service Enhancements, Lead-Based Paint Education and Reduction, Housing Education Assistance, and Economic Development and Anti-poverty strategies.

www.hud.gov/offices/cpd/communitydevelopment/programs/index.cfm

Special Improvement District/Benefit District

Taxing districts established to provide funds for certain types of improvements that benefit a specific group of affected properties. Improvements may include landscaping, the erection of fountains, and acquisition of art, and supplemental services for improvement and promotion, including recreation and cultural enhancements.

Annual Appropriation/Leasehold Financing

This is a more complex financing structure which requires use of a third party to act as issuer of the bonds, construct the facility and retain title until the bonds are retired. The city enters into a lease agreement with the third party, with annual lease payments equal to the debt service requirements. The bonds issued by the third party are considered less secure than general obligation bonds of the City, and therefore more costly. Since a separate corporation issues these bonds, they do not impact the City's debt limitations and do not require a vote. However, they also do not entitle the City to levy property taxes to service the debt. The annual lease payments must be appropriated from existing revenues.

Interlocal Agreements

Contractual relationships entered into between two or more local units of government and/or between a local unit of government and a non-profit organization for the joint usage/development of sports fields, regional parks, or other facilities.

Revenue Bonds

Bonds used for capital projects that will generate revenue for debt service where fees can be set aside to support repayment of the bond.



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Private Concessionaires

Contract with a private business to provide and operate desirable recreational activities financed, constructed, and operated by the private sector with additional compensation paid to the City.

Bond Referendum

The plan recommends major capital needs, renovation and new facilities to meet the needs and demands of residents of the City. These bonds would be general obligation bonds initiated through City Council approval and citizen vote.

Fees/Charges

The Department must position its fees and charges to be market-driven and based on both public and private facilities. The potential outcome of revenue generation is consistent with national trends relating to public park and recreation agencies, which generate an average 35% to 50% of operating expenditures.

Land Trust

Many counties have developed land trusts to help secure and fund the cost for acquiring land that needs to be preserved and protected for greenway purposes. This could be a good source to look to for acquisition of future lands.

Naming Rights

Many cities and counties have turned to selling the naming rights for new buildings or renovation of existing buildings and parks for the development cost associated with the improvement.

Private Developers

These developers lease space from City-owned land through a subordinate lease that pays out a set dollar amount plus a percentage of gross dollars for recreation enhancements. These could include a golf course, marina, restaurants, driving ranges, sports complexes, equestrian facilities, and recreation centers and ice arenas.

Merchandising Sales

This revenue source comes from the public or private sector on resale items from gift shops and pro shops for either all of the sales or a set gross percentage.

Concession Management

Concession management is from retail sales or rentals of soft goods, hard goods, or consumable items. The city either contracts for the service or receives a set of the gross percentage or the full revenue dollars that incorporates a profit after expenses.

Friends Associations

These groups are formed to raise money typically for a single focus purpose that could include a park facility or program that will better the community as a whole and their special interest.

Advertising Sales

This revenue source is for the sale of tasteful and appropriate advertising on park and recreation related items such as in the city's program guide, on scoreboards, dasher boards and other visible products or services that are consumable or permanent that exposes the product or service to many people.

Easements

This revenue source is available when the city allows utility companies, businesses or individuals to develop some type of an improvement above ground or below ground on their property for a set period of time and a set dollar amount to be received by the city on an annual basis.

Irrevocable Remainder Trusts

These trusts are set up with individuals who typically have more than a million dollars in wealth. They will leave a portion of their wealth to the city in a trust fund that allows the fund to grow over a period of time and then is available for the city to use a portion of the interest to support specific park and recreation facilities or programs that are designated by the trustee.

Permits (Special Use Permits)

These special permits allow individuals to use specific park property for financial gain. The city either receives a set amount of money or a percentage of the gross service that is being provided.



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Reservations

This revenue source comes from the right to reserve specific public property for a set amount of time. The reservation rates are usually set and apply to group picnic shelters, meeting rooms for weddings, reunions and outings or other type of facilities for a special activity.

Sale of Mineral Rights

Many cities sell their mineral rights under parks for revenue purposes to include water, oil, natural gas and other by products for revenue purposes.

Catering Permits and Services

This is a license to allow caterers to work in the park system on a permit basis with a set fee or a percentage of food sales returning to the city. Also many cities have their own catering service and receive a percentage of dollars off the sale of their food.

Volunteerism

The revenue source is an indirect revenue source in that persons donate time to assist the department in providing a product or service on an hourly basis. This reduces the city's cost in providing the service plus it builds advocacy into the system.

Equipment Rental

The revenue source is available on the rental of equipment such as tables, chairs, tents, stages, bicycles, roller blades, boogie boards, etc. that are used for recreation purposes.

Ticket Sales/Admissions

This revenue source is on accessing facilities for self-directed activities such as pools, ice skating rinks, ballparks and entertainment activities. These user fees help offset operational costs.

Special Fundraisers

Many park and recreation agencies have special fundraisers on an annual basis to help cover specific programs and capital projects.

Leasebacks on Recreational Facilities Can Produce Revenue

Many cities do not have capital dollars to build revenue-producing facilities but they will hire a private investor to build the facility according to the specifications they want and the investment company

will finance the project and the City will lease it back from them over 20 years. This can be reversed where by the City builds the facility and leases to private management to operate it for a percentage of gross dollars to pay off the construction loans through a subordinate lease.

Family Tree Program

Many cities have worked with local hospitals to provide cash to the parks system to buy and plant a tree in honor of every new born in the City. The hospitals invest \$250.00 to \$300.00 and receive the credit from the parents of the newborns. The parks system gets new trees of ample size.

Maintenance Endowments

Maintenance Endowments are set up for organizations and individuals to invest in ongoing maintenance improvements and infrastructure needs. Endowments retain money from user fees, individual gifts, impact fees, development rights, partnerships, conservation easements, and for wetland mitigations.

Sell Development Rights

Some cities and counties sell their development rights below park ground or along trails to fiber optic companies or utilities. The park agency detains a yearly fee on a linear foot basis.

Booth Lease Space

In some urban cities, they sell booth space to sidewalk type vendors in parks or at special events. For a flat rate based on volume received. The booth space can also apply to farmers markets, art schools, and antique type fairs.

Program Contractor Fees

Cities and counties receive a percentage of gross contractor fees for contractor programs held on City or county facilities. The percentages range from 20% to 40% depending on space, volume, and the amount of marketing the City does for the contractor.

Signage Fees

This revenue source taxes people and businesses with signage fees at key locations with high visibility for short term events. Signage fees range in price from \$25.00 per signs up to \$100.00 per sign based on the size of the sign and location.



Manufacturing Product Testing and Display

This is where the city works with specific manufacturers to test their products in parks, recreation facilities and in program services. The city tests the product under normal conditions and reports back to the manufacturer how their product is doing. Examples are in lighting, playgrounds, tires on vehicles, mowers, irrigation systems, seed & fertilizers (etc.). This city gets the product for free but must pay for the costs of installation and for tracking results.

Security and Clean-Up Fees

Cities will charge groups and individuals security and clean-up fees for special events other type of events held in parks.



**Insert 10 Year Action Plan Map –
PAGE 147**



APPENDIX

Memorandum –
To Parks & Recreation Policy Advisory Board
Public Meeting Notes
Task Force Meeting Notes
Park Staff Meeting Notes
Citizen Survey Sample
Benchmark Survey Sample



2005 Parks, Recreation & Open Space Master Plan

MEMORANDUM

TO: PARKS & RECREATION POLICY ADVISORY BOARD

FROM: JOE CHESSER, PARKS & RECREATION ASSISTANT DIRECTOR

VIA: KARL MILLER, PARKS & RECREATION DIRECTOR

DATE: JANUARY 5, 2005 (REVISED 1-11-5 PER PARKS BOARD INPUT)

SUBJECT: PARKS, RECREATION, AND OPEN SPACE MASTER PLAN

The Parks and Recreation Advisory Board and Master Plan Task Force met on December 14, 2004 to review and discuss the Parks, Recreation and Open Space Master Plan Document. The Board and Task Force received copies of the document 2 weeks prior to the meeting. The Parks and Recreation Department (PARC) have compiled the written and verbal comments received from Board and Task Force Members. These are covered in the 2 sections below, the 1st is addressing verbal comments and the 2nd is addressing written comments.

1. The following comments were reviewed at the December 14, 2004 meeting and correlated to the applicable section of the plan document. Also included is how the issue will be addressed in the final document:

METHODOLOGY:

Issue: Need to identify funds available for park projects prior to approving priorities.

Outcome: Additional text will be added to the plan's recommendation section as follows: Addressing the priorities will be impacted by limited resources, relative costs, and estimated costs.

Additional text will be added to the plan's implementation section as follows:

The Master Plan recommends proposed implementation from 1-10 years. It identifies needs and suggests priorities as well as estimates for capital, operations and maintenance cost impacts. The Master Plan is reviewed and approved by the Parks Advisory Board, Planning and Zoning Commission, and City Council.

The 5-year Capital Improvement Program (CIP) plan that is adopted by City Council on an annual basis identifies projects, estimated cost impacts, schedules, and funding sources. The City Council bases the adoption of the plan based on knowledge of the fiscal forecast's constraints.

The fiscal forecast for parks projects and programs is based on the following sources:

- Sugar Land 4B Corporation - .025-cent sales tax revenue for quality of life enhancements. There is an annual budgeting process and has 4B Board and City Council approval.
- Bonds – There are funds authorized from a 1999 bond election. New bonds would require citizen input and a bond election. The City has a history of not allowing bond elections to adversely affect the ad valorem tax rate.



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- Grants/Sponsorships/Partnerships – The City can assist the funding of parks by actively pursuing alternate funding sources. Grant writing assistance by consultant services or by city staff position is encouraged by the Parks Advisory Board.

INVENTORY:

Issue: Does not recognize City of Houston's Cullinan Park.

Outcome: Add Cullinan Park to the inventory of parks including acreage and existing amenities and the intent of the land to remain as a preserve. (750 acres, boardwalk, observation tower, picnic pavilion, picnic tables, 50-car parking lot)

BENCHMARKING:

Issue: Sugar Land is the only benchmarked city that does not have an agreement with the local school district for joint use of facilities.

Outcome: PARD utilized school facilities for an Open Gym program for many years. Participation was very low due to inconsistency in the dates and times the gyms were available, i.e., people did not know when/if the gyms would be available. The PARD could not post or advertise times due to the schools interrupting the City's program for other needs.

The City is currently in discussion with the district regarding new opportunities. This will be noted in the plan to pursue new opportunities to partner with the schools.

Issue: The Woodlands should have been benchmarked.

Outcome: Since the Woodlands is a master planned community and not an incorporated city they were not included in the benchmarking exercise. The City of Sugar Land has a set list of benchmark cities and the selection was from this list.

PROGRAM ANALYSIS:

Issue: Not all church facilities and programs have been included.

Outcome: The PARD staff has researched the following churches, First United Methodist, Sugar Creek Baptist, Williams Trace Baptist, First Colony Church of Christ, St. Theresa's Catholic, and St. Laurence Catholic and will add them and their program offerings to the service providers inventory. (See attached)

Issue: Tennis is not identified in the national trends in recreation as a growing recreational activity.

Outcome: The inventory data gathered for this document indicates that Sugar Land exceeds the National Standard for the number of tennis courts available for this size community. Tennis is included in the recommendations section of the plan as a moderate need per the Citizen Survey, however, National Standard indicate that the need is being met. The Master Plan recommends funding activities of greater need than tennis, such as indoor recreation and trails. Language will be added to consider further study on the benefit of a tennis center.



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PUBLIC INPUT:

- Issue: Cultural Arts are not being adequately addressed in the community.
- Outcome: Cultural Arts is identified in the Parks, Recreation and Open Space Master Plan, as well as in the City's Comprehensive Plan, as a gap that needs to be addressed. Language will be added to the Cultural Arts recommendation to consult the Arts Organizations for partnerships in future endeavors. Consider existing vacant structures that could accommodate the Arts needs.
- Issue: Bond election in 1999 passed by voters included a Recreation Center.
- Outcome: The 2004 Citizen Survey confirms that indoor recreation space is a gap in service levels. The plan recommends a Recreation Center as a high priority and identifies the activities it should accommodate.

STANDARDS ANALYSIS:

- Issue: City should consider acquiring and operating existing HOA Parks and facilities throughout the City.
- Outcome: This was not part of the Scope of the Master Plan. Acquiring all HOA facilities would have a tremendous financial impact to the City for operations and maintenance costs. If this concept is to be pursued it would need to be a separate study.
- Issue: 1999 bond funds identified for a Recreation Center will not be enough money to build all the space that is recommended.
- Outcome: The Master Plan's purpose is to identify needs in the community. The City will provide what can be appropriately allocated. Park projects are generally a phased construction that occurs over a number of funding cycles/years based on dollars available.

RECOMMENDATIONS:

- Issue: Does the City have staff members that pursue corporate donations or sponsorships?
- Outcome: The plan will identify the need to establish an organizational structure to pursue private dollars for public projects.

The following information was noted in written form in the returned plan documents and addressed in the same Issue/Outcome format.

METHODOLOGY: No written comments noted.

INVENTORY:

- Issue: Page 26; Park in Lakes of Austin Park subdivision is named Patriot Park.
- Outcome: Name will be revised in plan.
- Issue: Colony Grant pool and tennis center is missing the Lake as an amenity.



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- Outcome: Lake will be added to the amenity list.
- Issue: Page 28; Lakes of Austin Park tot-lot should be included in the Aquatic Center Park.
- Outcome: Add to Aquatic Center Park amenity list.
- Issue: Page 29, Oaks of Alcorn Park is not shown.
- Outcome: There is an Alcorn Oaks park that has been included in the inventory and Oaks of Alcorn needs to be added to the inventory and map. (Amenities include: play structure, swing, 4 picnic tables, 3 benches, and bike rack)
- Issue: Page 29; park on Mesquite Drive is not included in inventory.
- Outcome: This HOA neighborhood park will be added to the inventory. Add Mesquite Park to inventory. (Amenities include: 2 play structures, 2 benches, 2 climbers, tot swig)
- Issue: Page 32, facility matrix needs to reflect the revisions noted on the HOA inventory changes noted above.
- Outcome: Revise matrix per noted inventory changes.
- Issue: Page 40, delete.
- Outcome: Include with other service providers page 86.
- Issue: Page 50; Sugar Land receives less from athletic user groups than most cities.
- Outcome: An analysis of associated costs has been completed and presented to City Council.
- Issue: Map of existing parks and facilities is missing a location line/arrow for the Community Center.
- Outcome: Revise map to include location line.
- Issue: Page 62; tennis is not included in top recreation.
- Outcome: This trend section shows the top 10 recreational interests by age and gender, tennis is not in the top 10 most popular activities as a national trend. Language will be added to study the need for a tennis center.

PROGRAM ANALYSIS:

- Issue: Page 66, add to marketing examples listed.
- Outcome: Add HOA newsletters, school newsletters, and Bill Heard Chevy sign.
- Issue: Page 66, add to list of potential partnership options.



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Outcome:	Add HOA and churches.
Issue:	Page 67, typo.
Outcome:	Remove the word "the" from 1 st sentence under program area: seniors.
Issue:	Page 69, Partnership opportunities for seniors.
Outcome:	Add churches to partnership opportunities.
Issue:	Page 73, Program Area Aquatics, the comment recommends not utilizing the FCCA Aquatic study of 2004 for assisting in determining Aquatic needs for the City.
Outcome:	The Master Plan will be modified to state: If it is determined that an Aquatic study is required the City will implement a study independent from FCCA.
Issue:	Page 75 and 77 most leisure classes are only provided during the day. The working person does not have the same opportunities.
Outcome:	Space constraints due to the need to provide meeting rooms (rentals) prevents the option to program evening classes. A Recreation Center would help alleviate this problem and allow for greater flexibility in scheduling activities.

OTHER SERVICE PROVIDERS ANALYSIS:

Issue:	Page 84, typo.
Outcome:	Remove the word "are" from second column, second paragraph, and line 1.
Issue:	Page 85, stress importance of good customer service for recreation staff.
Outcome:	All Parks and Recreation staff receives customer service training periodically.
Issue:	Page 87, confirm 24 Hour Fitness operations hours and cost for classes.
Outcome:	Data will be reconfirmed and if necessary appropriate changes will be made.
Issue:	Add Lifetime Fitness.
Outcome:	Add to list of providers page 88.
Issue:	Page 84, typo.
Outcome:	Revise "accessed" to assessed". Second column, 2 nd paragraph. Delete "are", 1 st line.

PUBLIC INPUT/NEEDS ASSESSMENT:

Issue:	Page 105 typo.
Outcome:	Revise "table at right" to "table below".



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Issue: Page 106, recommends teen area of proposed Recreation Center be separate but easily supervised.

Outcome: When designing a Recreation Center, space planning for the various user groups will be strongly considered.

Issue: Page 107 typo.

Outcome: Revise "table at right" to "table below".

Issue: Page 108 typo.

Outcome: See revision noted above.

Issue: Page 109 typo.

Outcome: See revision noted above.

RECOMMENDATIONS:

Issue: Page 137, Youth/Teen Center supervision requirements.

Outcome: Proposed as an element of a Recreation Center. Space arrangements will be a key element of the facility design.

Issue: Page 137, Aquatic Complex in partnership with FCCA is no longer being considered.

Outcome: It appears FCCA is no longer considering a partnership with the City of Sugar Land for the development of an Aquatic Complex. Until future communication is provided by FCCA the City will not consider the proposed project.

Issue: Page 152, Item #10 Aquatic Complex with FCCA issue.

Outcome: Revise per current information.

Issue: Page 138, Disagreement on not recommending additional tennis courts.

Outcome: Add language: "work with area tennis enthusiasts to determine the best way to address this perceived need for more availability of tennis courts."



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A public meeting was held on February 26, 2004 at the Sugar Land Community Center. The following issues were recorded at the meeting:

1. What are the strengths of the Sugar Lane Parks and Recreation Department that should be continued over the next ten years?

- Beautification
- Senior trips
- Maintenance
- Holiday luncheons
- Customer service
- Music in parks
- Park department working with cricket
- Good progress over the last ten years
- Senior news letter
- Lots of senior activities
- Enjoy the beauty of Oyster Creek Park
- Bike trails

2. What areas of improvement (parks, programs, and facilities) need to be addressed through the master plan?

- Recognize cultural, visual and performing arts
- Better parking
- Covered barbeque and clubhouse
- Beautification of Eldridge
- ADA access / playgrounds
- Centralized teen facilities
- More table tennis and storage
- Better lighting
- Extend curfews
- More adult softball
- Indoor basketball, volleyball and soccer
- Need aquatic center for diving, along with competitive and recreational swimming
- Mayfield Parks swings and tables have been forgotten
- More lights at Lost Creek for soccer
- More adult soccer
- More meeting space for large groups
- Multi purpose practice facility

3b. How satisfied are you with the quality of current programs offered by the Sugar Land Parks and Recreation Department?

- City Park is in need of more frequent restroom cleaning

3c. What additional programs or activities do you feel the Sugar Land Parks and Recreation Department should offer that are currently not available?

- Senior exercise programs
- Cricket fields
- Civic center and additional program space
- Senior meals
- Warm indoor water facilities
- Aquatic fitness
- Fine arts such as sculpture, painting, music, pottery, ceramics
- Handicap parking
- Teen / adolescent performing arts and general sports
- Leisure learning classes (photography, cooking, faux painting, yoga, feng shui)

4. Are there portions of the community (demographically/geographically) that are not being served by the current programs available in Sugar Land?

- Sliding scale fees
- Mayfield Park is underserved
- Fine arts competition at High School level (and adult)
- Picnic / passive space
- More shade / pavilion / trees
- Larger senior center including kitchen, pool, craft, reading and dancing
- Education materials, computers, exercise equipment, pianos and cooking instruments
- Tennis players
- Artists, theater people and musicians (need cultural arts – theater, music and visual arts)

5. What new recreation facilities do you feel are most needed in Sugar Land, that should be provided by the Sugar Land Parks and Recreation Department?

- Multi-purpose athletic facility
- Fine arts complex
- Teen and senior center
- Soccer fields (competition and practice)
- Connected trail system
- Inline skating, biking and hiking
- Frisbee golf
- Central adult athletic facility (indoor and outdoor)
- Tennis center (clay courts)



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Partnership with parent volunteers
Tracks (running) around soccer fields
More seating at athletic facilities
Soccer (hwy 6 north of 90)
Restrooms at Lost Creek
Veloway (3 mile asphalt loop that is 23 feet
wide for cycling and in-line skaters)

6. What special events, if any, would you like to see added in Sugar Land?

4th of July parade
Art shows/exhibitions (local, nationally,
seniors)
Art and music festivals
Farmers Market
National sports events (tournament quality)
Sugar festival
Jazz concerts
Better advertising (locations, activities)
More trips to city for seniors (dramas, plays)
More information on Sugar Lands history
Partner with professional athletes or
organizations

7. What are the best options for the City of Sugar Land residents to support the cost of these upgrades you have expressed are needed?

Pay to play / user fees
Grants (arts)
Developer fees

8. What partnerships should be developed in Sugar Land to enhance park and recreation facilities and programs?

Houston Astros
Soccer franchises (MLS)
Governing sports authorities
Olympic trials
Speedo (large corporations)
Authority to match funds with local sports
association
Concert venues
Lone Star Art guild (visual, writers, music,
culinary)
Naming rights
University of Houston
Developers
Texas Commission for the Arts
Ear mark revenues and taxes for the arts

9. Which key values should be considered while developing the comprehensive master plan? (Numbers in parentheses represent the number of votes for each characteristic)

Economic impact – 1
Beautification –10
Safety –20
Connectivity –3
Signature parks –5*
Efficiency / cost recovery –15

10. Based upon what we have discussed here today, what are the top priorities that the Sugar Land Parks and Recreation Department should concentrate on during the next five to ten years?

Staying ahead of rapid growth
Image projecting (educated citizens,
culturally diverse)
Acquisition of new park land
Take care of seniors / adults
Young adults athletics (16-20 years)
Quality sports facility (tournaments)
Cultural arts center

11. Issues impacting the master plan

lack of parking
building too small – think growth
communication between city and citizens
permanent restroom facilities
encourage retirement ages to come here
redevelop Sugar Factory into a fine arts
center (imperial station)

12. Have you / family members participated in a Sugar Land Parks and Recreation Department program within the past year

Yes –(48)
No – (12)

13. How satisfied are you with the quality of current programs offered by the Sugar Land Parks and Recreation Department? (1=poor 5=excellent)

5 – (8)
4 – (27)
3 – (11)
2 – (2)
1 – (2)

14. Have you/ family members visited a City of Sugar Land Park within the past few months?

Yes – (63)
No – (3)



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15. How satisfied are you with the quality of recreation facilities provided by the Sugar Land Parks and Recreation Department? (1=poor 5=excellent)

5 – (12)

4 – (31)

3 – (12)

2 – (4)

1 – (2)

16. What about the quality of parks?

5 – (16)

4 – (33)

3 – (9)

2 – (2)

1 – (1)

17. What about the overall level of maintenance of parks and facilities owned and operated by the Sugar Land Parks and Recreation Department?

5 – (18)

4 – (28)

3 – (12)

2 – (2)

1 – (1)

18. How would you rate the quality of customer service provided by the Sugar Land Parks and Recreation Department?

5 – (16)

4 – (31)

3 – (9)

2 – (2)

1 – (2)

19. How effective is the Sugar Land Parks and Recreation Department in seeking feedback from the community and users on improving its performance?

5 – (9)

4 – (11)

3 – (16)

2 – (11)

1 – (3)

A meeting with the Master Plan Task Force Advisory Committee was held February 26, 2004. The following issues were discussed:

Needs

Arts/Culture – visual, performing/theater, art education, no venue for meeting space now

Need a place to go to do our arts – possible schools, community rooms are booked. We pay taxes, where are the facilities?

Teen Center (an unstructured space to “hang-out”, listen to music)

Youth associations seem too “empowered” and restrict use of public facilities

Shift scheduling of facilities into the Park and Recreation arena

First Colony – need for teen programming and adult athletics

Partner with churches in regard to teen programming

A place for art shows, music, classrooms, dance

Amphitheater

The existing City Hall (what to do with it?)

Trips (3-5 night trips)

Craft room (that can stay set up and not move the furniture)

Pool table and ping pong to be in their own room

Larger area for parks and recreation offices

Need basketball courts (outdoor)

Un-met needs

Seniors

Art supporters

Senior programs

Basketball courts

Buy land for future use

Funding

Look beyond taxes and TPWD

Bonds

User fees



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A meeting with non-management Park and Recreation Staff was held February 26, 2004. The following issues were discussed:

Program Ideas

1. Dance (youth, adult, seniors)

- line
- ballet
- tap
- jazz
- flamenco
- ballroom
- swing
- jitterbug
- country / western

2. Gymnastics

- cheerleading
- mommy and me
- tumbling

Possible Partners:

- Bill Austin Gymnastics
- Country Club
- MCA
- Lifetime Fitness
- Ballys
- 24-hour Fitness
- HOA Recreation centers

3. Fitness

- yoga
- high / low
- pilates
- step
- water / run aerobics
- free weights
- tai chi
- arthritis classes
- abs
- spinning
- cardio
- kick boxing
- jazzercise
- strength – weights
- sit and be fit
- boot camp
- tri training
- water conditioning
- martial arts- defense / karate
- tae bo
- senior exercise

4. Drama

- theater arts
- stage production
- set design
- choir
- acting (children)
- makeup
- videography
- lights / sound
- costume design
- modeling

Possible Partners:

- Schools that teach drama
- Fort Bend Theater
- Stafford Civic Center (less than 15 miles outside of city)

5. Arts (senior and adult classes)

- jewelry
- ceramics
- sculpture
- water color
- oil
- pencil
- candle / soap
- card
- scrap booking
- stamp
- needle
- photo
- quilting
- wood working
- pencil / charcoal
- general crafts

Possible Partners:

- Contact colleges for facilities and instructors
- Local Arts Club

6. Personal Development

- personal app.
- Job skills
- Public speaking
- Resume
- Career development

Possible Partners:

- Colleges
- H&R block
- AARP
- Library
- Financial planners



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7. College Prep (for junior/senior students and parents)

- grant writing
- scholarships
- finance
- essay writing
- choosing colleges / majors
- college prep classes
- ACT / SAT

Target Groups:

- High school counselors / college counselors
- High School kids

Possible Partners – Sylvan Learning Center, school counselors

8. Finance

- Estate
- Retirement
- Investing
- Wills
- Tax prep
- Fraud

9. Sports

- baseball
- football
- hockey
- swimming
- lacross
- underwater hockey
- Frisbee golf
- Boating
- Basketball
- Volleyball
- Softball
- Tennis
- Scuba
- Soccer
- Bowling
- Golf – lessons and driving range
- Adult softball, basketball LaCross
- Need facilities for “pick-up” games

10. Cooking (facility driven)

- baking
- Chinese
- Italian
- Mini cooking school
- Microwave mania
- Wok cooking
- World cuisine

- Dutch oven cooking
- BBQ / Grilling

11. Water

- swim lessons
- life guarding
- water safety
- snorkeling
- pool maintenance
- in school h2o safe
- mom and me
- splash days
- water gun safety
- water aerobics – seniors (need indoor facility)
- special needs and prenatal

12. Outdoor Education

- Hunting safety
- Camping
- Survival skills
- Camp fire
- Bow hunting
- Forestry
- Fishing
- Wildlife recognition
- Environment class
- Backpacking
- Hiking

Possible Partners:

- Oshmans
- Houston gun club
- TX Parks and Wild Life instructors
- Keep Sugar Land Beautiful
- Brazos Bend State Park

13. Gardening

- landscaping
- xeriscaping
- composting
- floras/faunas
- sprinklers

Possible partners:

- Extension service
- Landscape companies
- “Keep Sugar Land Beautiful”

14. Music

- piano
- guitar
- drum
- saxophone



2005 Parks, Recreation & Open Space Master Plan

clarinet
band
drum percussion
symbols
voice
music appreciation
trombone
brass
violin
fiddle
harmonica
symbols

Possible Partners :

High School / college instructors
Music and sound
Music stores

15. Languages

sign
Italian
French
German
Spanish (ESL classes)
English

Possible Partners – First Colony

16. Travel

foreign
vacation
local
state / national parks
car safety
how to travel / pack

Possible Partners :

Travel agents
Co sponsors
Banks

17. Maintenance

home
cars automotive
computers
health
home

18. Misc.

automotive
tournaments
game nights
dine in movies
Jr. crimes scene investigation

Jr. police
Camps
Therapeutic / special needs
Equestrian trials

Program Perception

First colony programs are better quality
How to change perception that Sugar Land
programs are “ lower quality”
Do we compete, need to augment program
offerings

Facility Needs

recreation center
four basketball courts (indoor)
racquetball
run / walk track
indoor leisure pool
Dance studio
zero depth pool
spray / splash park
lap pool/competitive pools (indoor)
Senior center
aerobics (water)
weight room
cardio area
teaching kitchen
outdoor basketball
supervision
crafts
movie / media room
natural/passive areas for outdoor recreation
and education classes
open areas
Public golf course
Hike/bike trails
dog park
trails
Frisbee golf
Canoeing
Equestrian trails

Vision for the Master Plan

More offerings in parks
Need to “play catch up” (it will take time and
we need to start now)
People won't pay more taxes to upgrade
facilities
It will give us direction instead of guessing
what people want



2005 Parks, Recreation & Open Space Master Plan

Old facilities – pool, community center,
Bakerfield
Renovate facilities to higher standard
Need direction for programs
More facilities in parks
More outdoor facilities
Offer supervision by park staff
Safety element important
Indoor facility with supervision
Staff must provide input on park design and
facilities before they are developed
Sports groups set controls not the city – must
change that
Obtain support for new programming
direction
Find good ways to partner with other
providers
Need indoor/supervised recreation center



2005 Parks, Recreation & Open Space Master Plan

Random Citizen Focus Group Transcript

March 31, 2004
City of Sugar Land
(Seventeen Participants)

Strengths

- Clean- good facilities
- Oyster creek
 - Large
 - Trails
 - Nature
 - Offers options for all
 - Wide range of activities
 - Good walking trail
 - Secluded from HWY 6
- Eldridge Park
 - Fishing

Improvements

- More picnicking
- Shade
- More OPEN SPACE for use by general public
- Additional parking (baseball first colony conference center fields)
- ADA accessibility to playgrounds
- More trails (hard and soft surface)
- More natural areas
- Connection of parks by trails (more)
- HOA
 - Sugar Mill
 - Water fountain
 - Restrooms
- Work with COUNTY to add fountain at pond behind Unicol Building

Program (10 people participated)

- Need full service facility
 - Kitchen
 - Meeting rooms
- Crafts
 - Needs space
- Dance
 - Needs space
- Good special events
 - Egg Hunt
 - Fireworks
 - Concerts

More programs

- Biggest issue is program SPACE
- For working adults (evening hours)
- Add ability to schedule classes on-line (interactive web site)

Underserved Groups

- 14-21 age group
- generation X
- connecting from neighborhoods to destination points
- working seniors / evening hours

New facilities needed

- Disk golf
- Linear park at Brazos river
- Recreation facility (multipurpose)
 - Dance room
 - Appropriate floors
- Veloway (bike / cycle facility) along Brazos
- BMX facility
 - Structured program
 - Multi-generational
 - Tournament quality

Special events

- JULY FOURTH PARADE
 - Memorial
 - Veterans
- Tournament events
 - Disk golf
 - BMX
- Seasonal farmers market
- Arts festival

Funding options

- User fees (affordable but not free)
- Outstanding bond funds
- Re-use existing facilities (adapt)
 - Target
- Generate revenue to go back into system
- Corporate sponsorships
- Concessions
- Grants (federal/state)

Partnerships

- Corporations
 - Skate
 - Bike



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Missouri City / Richmond
Homeowners associations
Link trails

Customer service

PARC does a good job
Need to reduce political interference from
superiors
Upgrade computer system
Better method for assigning program space
Possible program space
Target
HEB
Albertson's

City Hall location for a Recreation Center

It would have good meeting rooms
Would be good for a Senior center
Too much out of the way for recreational
Building

Most important characteristics

Beautification (4)
Economic impact (1)
Safety (10)
Connect (2)
Signature(1)
Open space / preservation (6)
Efficient / cost recovery (3)
Accessible (1)

Top priorities

Open space for public use
Green space (balance with
development)
Balance of facilities/ parkland / services to
ALL residents
Prioritize needs / underserved

Barriers / issues

More input from community
Political balance between tax revenue and
park space



2005 Parks, Recreation & Open Space Master Plan

Sports Focus Group Transcript

March 31, 2004

City of Sugar Land

(Six participants)

Strengths

Communication – programs

- mail outs
- good response from staff

Customer service
Many facilities for kids
Clean, safe parks

Improvements

(soccer) Playing surface maintenance is poor
Outdated facilities (Bakerfield concession)
CIP requests are not being met for basic repairs
No aquatics programs at City level
Need more adult use facilities
Need basketball facilities

- Indoor
- Covered outdoor

Programs

Opportunity to partner with sports groups to provide some programs
Need adult (men and women) recreation programs (recreational and competitive)
Need teen programming (this group overlooked) (gap in older teen programs)

New Facilities

Pool
Soccer stadium (college tournaments)
Softball complex (adults)
Football
Lighted facilities – expand existing capabilities
Trails
Basketball / volleyball
Multipurpose sport center

- Pool
- Indoor gym
- Gym

Additional skate park
Meeting rooms

Special events

Art festival

International festival
Farmers market

Partnerships

More adult activities/programs
Meet more needs (have not kept up with growth)
Improved partnership with school districts
Pro sports level
RBI foundation
Austin in Action
Corporations
Fort Bend County
Help with HR needs during season / events

Funding

Corporations
501 c3 (non profit)
donations
bond issues
operating expenses from sports organizations
grants – state / federal

City Hall Location for a Recreation Center

Location not the best, but would come if facility is there
Need for multi-generational facility (family oriented)

- Indoor
- Outdoor

Basketball needs dedicated facility (have 900 kids in our program)

Top priorities

Catch up with growth (acquire new)
Plan for maintenance of facilities
Provide adult programs / facilities
Upgrade existing
Need regional park
Racquet ball /squash

Issues

Coordinate with county and schools
Coordinate with developers
City get tough about accepting usable space from developers
Coordinate with FCCSA
Preserve open spaces
Coordinate with adjacent municipalities (Missouri City)
Security



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Teen Focus Group Transcript **April 1, 2004** **City of Sugar Land** **(Six participants)**

Strengths

What are the strengths of the Sugar Land Parks and Recreation Department that should be continued over the next ten years?

Oyster Creek Park – Big, Clean, Trail, Biking
Pick up games, ultimate
Skateboarding - streets

Weaknesses/Areas of Improvement

What are the major weaknesses/areas of improvement that need to be addressed through the master plan?

Shade needed at Oyster Creek
Better parking facilities
Need more bike trails
Need another skateboard facility

Satisfaction with Programs/Needed Programs

By a show of hands, who has participated in a Sugar Land Parks and Recreation Department PROGRAM within the past year?

Day Camp
July 4th Festival
Need better pool (water park)
Movie tavern

What additional PROGRAMS or activities do you feel the Sugar Land Parks and Recreation Department should offer that are currently NOT available?

Dances
Live Music
Pottery
Art Festival
Taste of the Town
Carnival
Sugar Festival

Dance Classes
Xtreme Bowling – Glow in Dark, DJ music,

What about the overall level of MAINTENANCE of parks and facilities owned and operated by the Sugar Land Parks and Recreation Department? On a one to five scale (1=poor, 5=excellent)

Very Good

What NEW recreation facilities do you feel are MOST NEEDED in Sugar Land, that should be provided by the Sugar Land Parks and Recreation Department?

Parking at most parks
Shade at Oyster Creek Park
Different type of Skate park with street features
Teen Center (memberships ok) – Game Room, Pool
Tables, Computers, Couches, Hang out, Talk, Coffee
Bar, Basketball Courts (indoor and outdoor), Video
Games, Dances, Live Music, Climbing Wall, Dance
Room, Bowling alley,
Drive In Movies
Theatre where you can eat while watching a movie
New Pool – Leisure Pool with Water slides, Kids
area, sprays, Shallow area,
Recreation Center
Amphitheatre
Dog Park
Large Pavilion with grills to congregate
Open space
Trails
Football Field
Bowling alley

Funding Sources to Pay for Parks/Facilities/Programs Needed

What are the best options for the City of Sugar Land residents to support the cost of these upgrades you have expressed are needed?

User Fees
Memberships

Most Important Values to Consider While Developing the Master Plan

Which key values should be considered while developing the comprehensive master plan? (Rate in



2005 Parks, Recreation & Open Space Master Plan

order of importance: safety, beautification, economic impact, connectivity, signature parks, efficiency/cost recovery)
Safety

Top Priorities

Based upon what we have discussed here today, what are the TOP priorities that the Sugar Land Parks and Recreation Department should concentrate on during the next five to ten years?

Large Regional Facility with many things to do at one site

Safety

Teen Center

Conversation areas

Coffee /snack bar

Basketball (indoor\outdoor)

Dance area

Drive in movie theater

Aquatic Center

Recreation Center



Stakeholder Focus Group Transcript -
April 1, 2004
City of Sugar Land

The project team reviewed with the Stakeholder group (advisory task force members, park board, staff, council) the findings of the focus groups. The stakeholders added the following to the findings:

What additional PROGRAMS or activities do you feel the Sugar Land Parks and Recreation Department should offer that are currently NOT available?

Special Events
Easter Dawn Services
Computer Classes for Teens, Seniors

What NEW recreation facilities do you feel are MOST NEEDED in Sugar Land, that should be provided by the Sugar Land Parks and Recreation Department?

Indoor Soccer / Multiuse Facility



Insert Citizen Survey – PAGE 168, 169, 170 & 171



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Benchmark Survey Sample

GENERAL INFORMATION:	PLEASE PROVIDE ANSWERS HERE
What is your Current Population? -#	
What is your Parks and Recreation Department annual budget? –(\$)	
What is your Recreation annual budget? –(\$)	
What is your Parks annual budget –(\$)	
Do you have a Parks Foundation? – Yes/No	
What facilities are entirely self supporting?	
What program areas are entirely self supporting?	
What percent of budget is supported through user fees? - (%)	
How much total Department revenue is generated annually? (\$)	
How many Full Time Equivalents in department staff? -#	
How many Full Time Equivalents in recreation staff? -#	
How many Full Time Equivalents in park staff? -#	
How many individual parks are in your department? -#	
Park acreage maintained / improved -#	
Park acreage not maintained / unimproved #	
Do you have a Mutual Use Agreement with School District? - Yes/No	
Do you utilize area schools to provide recreational opportunities? - Yes/No	
Do you have a Comprehensive Maintenance Manual? - Yes/No	
Do you have a Park Maintenance Management Plan? - Yes/No	
OUT SOURCES: DO YOU OUTSOURCE ANY OF THE FOLLOWING? - Yes/No	PLEASE PROVIDE ANSWERS HERE
Landscaping - Yes/No	
Turf maintenance - Yes/No	
Building maintenance (custodial) - Yes/No	
Tree management and removal - Yes/No	
Restroom cleaning - Yes/No	
Trash pick up and removal - Yes/No	
Pavilion/shelter cleaning - Yes/No	
What percent of programs have outsourced instructors (%)	
Who maintains athletic fields: athletic association or department crew	
FACILITIES: HOW MANY OF THE FOLLOWING ARE WITHIN YOUR DEPARTMENT? - #	PLEASE PROVIDE ANSWERS HERE
Recreation Centers - #	
Community Centers - #	
Multi-Purpose/Meeting Rooms - #	
Gymnasiums - #	
Fitness Programming Rooms (aerobics, tai chi, jazzercise, dance classes) #	
Weight Rooms - #	
Fitness Spaces (cardiovascular, circuit training, weight machines) - #	
Arts Room - #	
Ceramics Room - #	
Pavilions - #	
Picnic Shelters - #	



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Playgrounds - #	
Senior Centers - #	
Racquetball Courts - #	
Indoor Volleyball Courts – #	
Outdoor Volleyball Courts – #	
Indoor Basketball courts - #	
Outdoor Basketball courts - #	
Traditional Neighborhood Pools - #	
Leisure Pools - #	
Competitive Pools - #	
Diving Wells - #	
Spray/Water Playgrounds - #	
Skate Parks - #	
Disc Golf Courses - #	
Dog Parks - #	
BMX Facilities - #	
In-line Hockey Facilities - #	
Community Garden/Arboretum - #	
<u>FACILITIES: HOW MANY OF THE FOLLOWING ARE WITHIN YOUR DEPARTMENT? - # (CONT.)</u>	<u>PLEASE PROVIDE ANSWERS HERE</u>
Tennis Courts - #	
Dedicated Special Event Facilities - #	
Canoe launches - #	
Environmental / Outdoor Facility / Nature Center - #	
Archery Ranges - #	
Fishing Piers - #	
Hiking/Biking Trails - # miles	
Horseback Riding Trails – # miles	
Mountain Biking Trails – # miles	
Other recreation facilities – Please list with # of each	
Visual and Performing Arts Facility – Yes/No	
<u>ATHLETIC LEAGUE FACILITIES: HOW MANY OF THE FOLLOWING ARE WITHIN YOUR DEPT? - #</u>	<u>PLEASE PROVIDE ANSWERS HERE</u>
Soccer Game Fields - #	
Soccer Practice Fields - #	
Football Youth Game Fields - #	
Football Youth Practice Fields - #	
Football Adult Game Fields - #	
Football Adult Practice Fields - #	
Softball Girls Game Fields - #	
Softball Girls Practice Fields - #	
Softball Adult Game Fields - #	
Softball Adult Practice Fields - #	
Baseball Game Fields - #	
Baseball Practice Fields - #	
Other Athletic Facilities - # (Please List)	



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Concession Stands - #	
Average number of fields per Concession Stand - #	
Resident requirement for youth athletic program participation – Yes/No + (%for team)	
Resident requirement for adult athletic program participation – Yes/No + (%for team)	
Work in City requirement for adult athletic program participation – Yes/No + (%for team)	
<u>LEISURE CLASS & PROGRAMS:</u> (DOES YOUR DEPARTMENT PROVIDE) – Yes/No	<u>PLEASE PROVIDE ANSWERS HERE</u>
Fitness Classes - Yes/No	
Pre-School Classes - Yes/No	
After-School Programs - Yes/No	
Dance Classes - Yes/No	
Outdoor Education Classes - Yes/No	
Senior Trips - Yes/No	
Senior Classes - Yes/No	
Arts/Craft Classes - Yes/No	
Multi-Cultural Classes/Programs - Yes/No	
Drama/Theatre Classes - Yes/No	
Sports Classes - Yes/No	
Business Classes/Seminars - Yes/No	
Aquatic Classes - Yes/No	
Sports Camps - Yes/No	
Teens - Yes/No	
Educational programs - Yes/No	
Do you utilize outside instructors to teach classes? - Yes/No What % of classes? - %	
Do you pay outside instructors per hour to teach classes? – Yes/No	
Do you pay outside instructors a % of registration to teach classes? - Yes/No – List %	
Does your staff teach classes? - Yes/No What % of classes? - %	
<u>LEISURE CLASS & PROGRAMS:</u> (DO OTHER ENTITIES SUCH AS HOME OWNER ASSOCIATIONS, PRIVATE, CHURCH, ETC.) – Yes/No	<u>PLEASE PROVIDE ANSWERS HERE</u>
Fitness Classes - Yes/No	
Pre-School Classes - Yes/No	
After-School Programs - Yes/No	
Dance Classes - Yes/No	
Outdoor Education Classes - Yes/No	
Senior Trips - Yes/No	
Senior Classes - Yes/No	
Arts/Craft Classes - Yes/No	
Multi-Cultural Classes/Programs - Yes/No	
<u>LEISURE CLASS & PROGRAMS:</u> (DO OTHER ENTITIES SUCH AS HOME OWNER ASSOCIATIONS, PRIVATE, CHURCH, ETC.)– Yes/No (CONT.)	<u>PLEASE PROVIDE ANSWERS HERE</u>
Drama/Theatre Classes - Yes/No	



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Sports Classes - Yes/No	
Business Classes/Seminars - Yes/No	
Aquatic Classes - Yes/No	
Sports Camps - Yes/No	
Teens - Yes/No	
Educational programs - Yes/No	
ATHLETIC USER GROUPS: DOES YOUR CITY PROVIDE MAINTENANCE FOR SPORTS ASSOCIATIONS? – YES/NO	<u>PLEASE PROVIDE ANSWERS HERE</u>
Youth Soccer - Yes/No	
Youth Football - Yes/No	
Adult Softball - Yes/No	
Adult Football - Yes/No	
Youth Baseball/Softball - Yes/No	
Other Athletic Programs – Please list	
ATHLETIC USER GROUPS: DOES YOUR CITY PROVIDE MAINTENANCE AND SUPPORT FOR ATHLETIC FACILITIES USED EXCLUSIVELY BY SPORTS ASSOCIATIONS? – YES/NO	<u>PLEASE PROVIDE ANSWERS HERE</u>
Outfield mowing - Yes/No	
Infield preparation - Yes/No	
Trash pick up - Yes/No	
Lighting costs - Yes/No	
Purchase supplies - Yes/No	
Portable restrooms - Yes/No	
Restroom cleaning - Yes/No	
Sprinkler repairs - Yes/No	
Weed spraying - Yes/No	
Other – Please list	
ATHLETIC USER GROUPS: WHAT TYPE OF AGREEMENT DOES YOUR DEPARTMENT HAVE WITH USER GROUPS ? – YES/NO	<u>PLEASE PROVIDE ANSWERS HERE</u>
Verbal - Yes/No	
Written (1 year or less) - Yes/No	
Written (greater than 1 year) - Yes/No	
Written (greater than 1 year with annual review) - Yes/No	
Annual permit - Yes/No	
ATHLETIC USER GROUPS: DO YOU CHARGE ATHLETIC USER GROUPS FOR USE OF FACILITIES ? – YES/NO HOW MUCH? - \$	<u>PLEASE PROVIDE ANSWERS HERE</u>
Per Hour? – Yes/No Rate? - \$	
Per Game? – Yes/No Rate? - \$	
Per Season? – Yes/No Rate? - \$	
Per Field/Court? – Yes/No Rate? - \$	
Other ? – Yes/No (Please List) Rate? - \$	
ATHLETIC USER GROUPS: HOW MUCH ANNUAL REVENUE DOES YOUR DEPARTMENT RECEIVE FROM USER GROUPS? – PLEASE CHECK	<u>PLEASE PROVIDE ANSWERS HERE</u>
Under \$10,000	
10,000 - \$25,000	



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\$25,001 - \$50,000	
\$50,001-\$75,000	
\$75,001-\$100,000	
\$100,000+	
ATHLETIC USER GROUPS: HOW DOES YOUR CITY FUND NEW FACILITIES ? – PLEASE CHECK	<u>PLEASE PROVIDE ANSWERS HERE</u>
City pays 100%	
City and User Group share costs – What % does City pay? - %	
User Group pays 100%	
Other – Please specify	
PROMOTION: RECREATION PROGRAMS, EVENTS & SERVICES.	<u>PLEASE PROVIDE ANSWERS HERE</u>
Do you distribute Program Brochure/Guide – Yes/No How Often?	
How do you distribute the Program Brochure/Guide? Please List	
Do you distribute Flyers – Yes/No	
Do you utilize the Newspaper – Yes/No	
AMPHITHEATER:	<u>PLEASE PROVIDE ANSWERS HERE</u>
Do you have an Amphitheater? – Yes/No	
Seating capacity#	
Seating under cover #	
Seating reserved #	
Seating Lawn #	
Cost to construct \$	
Publicly Funded Capital? - \$	
Privately Funded Capital - \$	
Public/Private Partnership for Capital? - \$	
Operations Budget \$	
Privately Operated – Yes/No	
Publicly Operated – Yes/No	
Partnership for Operations? – Yes/No	
Maintenance Budget \$	
Private Maintenance – Yes/No	
Public Maintenance – Yes/No	
Partnership for Maintenance? – Yes/No	



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**City of Sugar Land
Parks & Recreation Policy Advisory Board Meeting**

**Wednesday, July 7, 2004
5:30 PM**

**Presentation of Phase I Findings
To Park Board & Task Force Members**

Name

Tom Abraham
Sue Chiang
Michael Schiff
Debby Coffman
Nikki Szeto
Tom Garguilo
Mike Gibson
Arnold B. Arevalo
Lee Petros
Karl Miller
Chris Mobley
Mike Goodrum